

Chapter 1: Introduction and Aims

1.1 Introduction

Libraries have an important community role. They are increasingly afforded places at the heart of culture led regeneration projects (Skot-Hansen, Hvenegaard & Jochumsen, 2012, p.7) as institutions which help build community through their information role and through their role as spaces and meeting places (Vårheim, 2007, p.246).

There are many studies around libraries in regeneration and their role as trusted community hubs but debate remains as to whether governments can create community and social capital in this way. (Goulding, 2004, p.4)

This study looks at one such library; Canada Water Library (CWL).

Canada Water (CW) is an area in south east London that is part of a major regeneration project to create a new town centre. The plan for the area sees the library as a project to 'improve civic facilities in the town centre and help give the area a new heart' (Southwark Council in Canada Water area Action Plan (CWAAP), p.12).

This research asks questions about the intentions of stakeholders in the regeneration project and to what extent the library has achieved placemaking and community revitalization aims for stakeholders including local government budget holders and decision makers, library users and key opinion makers in the community through both the capital project and subsequent programming of events and library use.

Although the study has limitations regarding the applicability of the findings to other projects it will add to the literature surrounding and knowledge of the current and interrelated areas of libraries' role at the heart of regeneration and community building through capital investment and library programming.

The research may have future implications around funding for programming within CWL to enable community building, evidence to support future planning decisions putting libraries at the heart of regeneration schemes and a possibility to use

elements of the research as a benchmark for future studies. There may be some implications for best practice.

1.2 Aims and objectives

Aims:

- To examine stakeholder perceptions of the role and impact of CWL in community regeneration.

Objectives:

- To conduct a case study on CWL
- To explore the reasons for choosing a library to be the 'heart' of a new community
- To identify perceived contributions CWL has made to community building and revitalisation
- To examine the processes and uses of the library that contribute to community revitalisation.

Chapter 2: Literature Review

2.1 Purpose of the literature review

The purpose of the literature review is to convey a wide range of themes and ideas by contemporary researchers considered in relation to the research topic. It is not exhaustive; that would be outside this research's scope. It looks at key areas in community-building and revitalization related to public libraries showing their relationships and overlaps.

Libraries as meeting places, through their physical spaces, their programming and events, and the social capital generated from this, is a platform for discussion of the role of libraries at the heart of regeneration.

The currency of the topic, and ever-emerging examples of libraries in regeneration projects, mean that much information and research discussed is recently published.

2.2 Conducting the literature review

To approach the literature, key areas were identified to springboard the search:

- Community building
- Regeneration
- Public libraries
- Library programming

Within the research area, documentation already known about, conversations with colleagues and terminology currently in use, a mind-mapping exercise (Figure 1) came up with key search terms to generate a literature base.

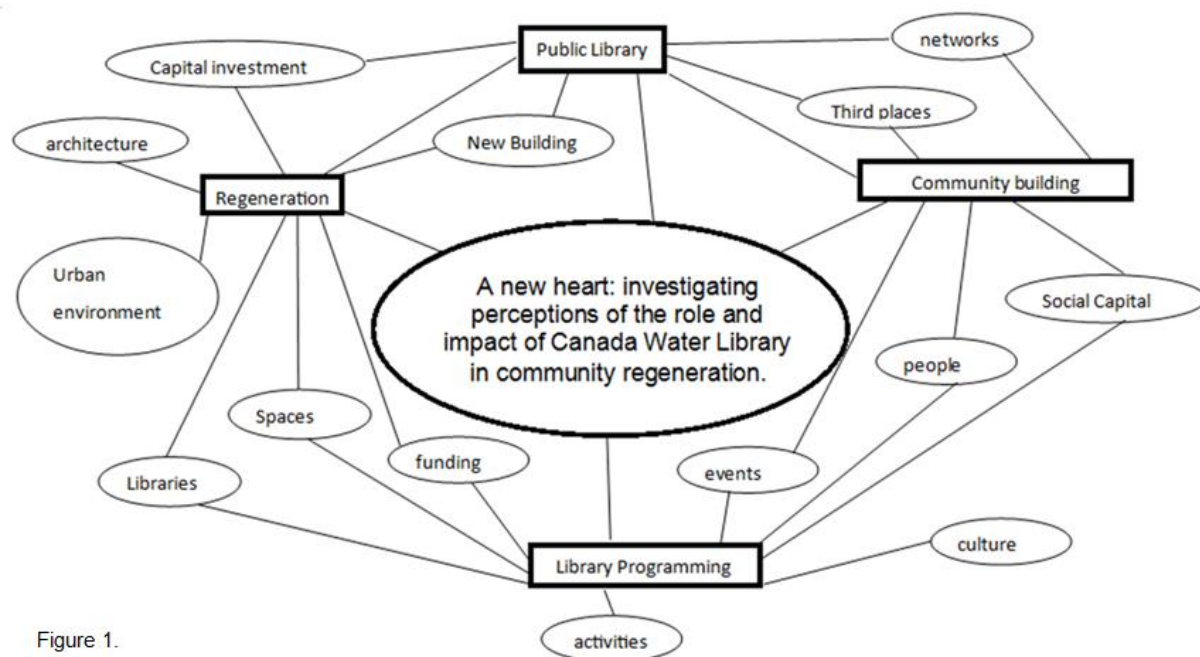


Figure 1.

These terms, along with the title of the research project, formed the basis of the exploration of the literature.

Initially these terms were entered in library catalogues to find relevant literature in Primo then WorldCat. There were returns on social capital as a keyword but many combinations returned no results. These searches provided grounding in social capital theory texts that provided a sound theoretical approach for the research.

Secondly, abstract databases including LISA, Zetoc and SCOPUS were interrogated with different combinations of terms. Zetoc proved a useful in gathering a broad range of articles and results from more than 2 search terms. LISA frequently reported no findings, even when synonyms, Boolean truncation and alternative keywords were used.

From Institutional Repositories (IRs), CADAIR yielded some useful results. RoarMap, a website of open access IRs and OpenDOAR, which allows searching across open-access IRs, was also used. These proved invaluable in the currency and range of articles.

Intute was useful, and Google Scholar and Google Books provided some relevant material.

One complication was cross-overs between disciplines for terminology, theories and concepts as some combinations returned results not useful to the area of research.

'Regeneration & culture' returned biological studies. 'Regeneration & community' found mainly planning policy or health, and the word 'Library' is counterproductive as it is frequently the source of documents. Putting 'Public Library' helped, but did not eliminate irrelevant hits.

Serendipity while browsing, reading newspapers and conversations with colleagues contributed to the literature search. Finally, bibliographies and references in already-known-about literature, and backward and forward citation from discovered literature, expanded the literature base.

No one document was uncovered that dealt with all the areas of interest and relevance. Potentially this was because the research question takes a broad look at a number of areas around libraries' roles in community revitalization. This may explain the lack of synthesis within the search.

This gap in the literature is offered as a justification for pulling together these different research areas.

2.3 Key themes / emerging themes

Key areas emerged for investigation to fully understand public libraries' roles in regeneration projects.

- Social Capital theories are discussed within a community revitalization framework.
- Libraries' roles in regeneration schemes are examined to determine purposes possibly envisaged for CWL.
- Libraries as spaces - third places and their design - and the role programming plays in community revitalisation are also discussed.
- Finally these are funneled towards a CW-centric view to understand stakeholders' aims for CWL at the heart of local regeneration.

2.4 Social capital

Social capital is much discussed in academic literature. It relates to communities engendering bonds of mutual trust and obligation forming a 'kind of social glue' so they 'act more effectively, making society more efficient and making life generally more rewarding' (Goulding, 2004, p.3). It examines 'the norms and networks that

enable people to act collectively' (Woolcock & Narayan, 2000, p.225) and is summarised as 'relationships matter' (Field, 2003, introduction).

2.4.1 A growing phenomenon

Social Capital keeps gaining popularity among researchers. Aldridge, Halpern and Fitzpatrick (2002, p.9) note the growth in social capital references since the mid-80s. Vårheim (2009, p.416) argues the early 90s marked an exponential explosion in the literature as does Horton (2006, p.502).

It is not a new concept. It has appeared, adapted and reemerged in many guises. Fergusson (2012, p.23) quotes Putnam and Gross saying that social capital was mentioned in 1916 by Lyda J. Hanifan. Horton (2006, p.503) repeats this, but the phrase Social Capital is attributed to social scientist James Coleman in the 1980s (Goulding, 2004, p.3).

2.4.2 Chief contributors to the theory

Different descriptions and definitions of social capital include Hanifan's 'goodwill, fellowship, sympathy and social intercourse among the individuals and families who make up a social unit' (Hanifan in Fergusson, 2012, p.24), Stevens' and Campbell's ideas of association with civic virtue, and also participative democracy and lifelong learning (Stevens & Campbell in Fergusson, 2012, p.24).

Bourdieu, Coleman and Putnam are three major proponents of the theories of social capital, but have their differences in thinking.

Bourdieu wrote from a Marxist perspective about (partly interchangeable) Cultural, Social and Economic capital (Bourdieu in Richardson, 1986, p.241) He was chiefly interested in understanding social hierarchy and so his main focus was on cultural capital.

Coleman's work (1990, p.302) opened debate on social capital being something everyone could possess and potentially benefit from.

Although Coleman and Bourdieu have many similarities including fundamentally viewing social capital as an exchange Field compares their differences summarizing that

‘Coleman’s view is also naively optimistic ... social capital is almost entirely benign in its functions, providing for a set of norms and sanctions that allow individuals to cooperate for mutual advantage and with little or no ‘dark side’. Bourdieu’s usage of the concept, by contrast, virtually allows only for a dark side for the oppressed and a bright side for the privileged’ (Field, 2003, p28).

Putnam (‘Bowling Alone’, 2000) emphasises two different types of social capital – Bonding (exclusive) and Bridging (inclusive). Putnam describes how these forms of capital work in practice:

‘Bonding Social capital constitutes a kind of sociological superglue, whereas bridging social capital provides a sociological WD-40’ (Putnam, 2000, p.23).

Bonding capital is what binds social groups together and gives them their individual identities reinforcing their ‘exclusiveness’. It mobilises solidarity which can provide crucial social and psychological support for members of specific communities.

Bridging capital is outward looking. Typical examples would be a community choir or a workforce. It is better for links across groups and for the dissemination of information.

Aldridge et al. (2000, p.5) add a third type, Linking social capital. They define this as capital across social classes as opposed to bridging capital, which they consider as across ethnic lines but within groups of like people. It offers individuals access to resources or influence across and between different sections of society. This approach is key to Lin’s commentary on social capital (Lin, 2001, p.12).

Hart (2007, p.7) further distinguishes vertical and horizontal bonds in social capital where horizontal bonds refer to how capital works in groups that ‘work for their narrow self-interest’. This follows from Bourdieu’s work on how capital can be used to reinforce old societal class structures.

2.4.3 Some of the positive and negative outcomes of social capital

‘NIMBY’ (not-in-my-backyard) movements and power elites often exploit social capital to achieve ends that are anti-social from a wider perspective.’ (Putnam 2004 p.21) This is the negative end of social capital; where links are used to exclude and alienate the ‘other’. For example in organisations like the ‘Old Etonian Association’ or a community group that stops a school expansion in their area. It can also work to

stop communities talking to the police about crime (Sampson in Johnson, 2010, p.149).

But there is a mobilising effect of social capital where communities high in social capital are provably (Putnam, 2000) friendlier, cleaner, safer areas, and where child development is good and educational achievement is high. Where people are healthier, physically and mentally, and where there is a strong chance they could economically benefit as well, possession of social capital is very desirable.

2.4.4 Why is social capital of interest to policy makers, developers, governments and librarians?

As social scientists' Social Capital concept grows in influence, it has also been embraced wholeheartedly by many others. Policy makers, governments, educators and librarians have a vested interest in a social capital concept.

Putnam feared Social Capital could be viewed as just 'warm, cuddly feelings or frissons of community pride' (Putnam, 2000, p.23), but Lin (2001, p.19) argues it is an 'investment in social relations with expected returns', a premise in line with many contributors to the field including Bourdieu (1980), Coleman (1988 & 1990), Lin (2001) and Putnam (1995 & 2000).

This makes social capital productive and explains the growing interest to governments, policy makers, planners, educators, librarians, etc. because it enables communities to achieve goals for their own benefit and for the benefit of constituent individuals (Goulding, 2004, p.4).

Basically a community high in social capital is likely to be 'housed, healthy, hired and happy' (Woolcock, 2001, p.12) making it a very desirable commodity with tangible benefits for individuals', communities' and the wider country's economy and standard of living.

This assertion of social bonds, relationships and networks as something that can be traded, indeed even the name capital, suggests a manipulation of these social relationships within capitalist society.

Halpern (2005, p.1) argues that the popularity of social capital for policymakers is linked to the idea having 'a hard-nosed economic feel while restating the importance

of the social.’ But with all the benefits that come to communities and individuals from generating and possessing social capital it is little wonder it is of interest to so many fields.

In 2002 the Performance and Innovation unit for the UK government analysed social capital and concluded that there was a ‘strong general case for applying social capital thinking to a wide range of policy areas’ Since then social capital thinking is evident in policy in the UK and also in the language of politics, from Tony Blair recreating ‘the bonds of civic society and community’ (Blair in Horton, 2006, p.504), to Gordon Brown’s civic education policies, to David Cameron’s ‘Big Society’.

2.4.5 Social capital and institutions

Social Capital theory is ‘a literature to which all the social science disciplines have contributed, and it is beginning to generate a remarkable consensus regarding the role and importance of institutions and communities in development’ (Woolcock & Narayan, 2000, p.228).

This role of institutions is a hotly debated topic within the social capital literature with some feeling that social capital is fundamentally created by relationships between individuals (Lin, 2001; Putnam, 2000) while others see a building role for institutions such as social services (Kumlin & Rothstein, 2005) and Public Libraries (Vårheim, 2011). ‘In the UK policy makers and academic commentators believe that the state and its institutions can create the conditions through which social capital can be generated’ (Goudling, 2004, p.4).

Discussions around building social capital tend to centre on strengthening local networks, civic regeneration, and investment in voluntary and community organisations to foster more active citizenship.

2.4.6 Libraries and social capital

There has been significant discussion in recent years about the role and contribution of libraries in creating social capital (Ferguson, 2006; Ferguson 2012; Johnson 2010 & 2012; Vårheim 2007, 2009 & 2011; Debono 2002; Goulding, 2004; Hart, 2007, Johnson & Griffis, 2009.)

Boaden and Bourke highlight that much of the discussion simply accepts that social capital is generated in libraries without much questioning (Boaden, 2005, & Bourke, 2004, in Fergusson, 2012, p.23).

Putman has had a particularly strong influence in the field of Social Capital and how the concept relates to libraries, although he didn't even mention libraries in his seminal work 'Bowling Alone' (Ferguson, 2012, p.23). In 2003 he rectified this by suggesting that libraries, as a meeting place, may be an important location for generating social cohesion and community trust and 'the connections that bind people in the community' (Putnam & Feldstein, 2003, p.49).

Much of the language of social capital is used in library literature to discuss the community cohesion and developmental aspects of public libraries (Johnson & Griffis 2009, p.161) and in many ways to redefine and rearticulate libraries' role in the current political climate. This change in etymology is significant. Kranich (2001, p.40) asserted that 'libraries and librarians have a unique, if fleeting, opportunity to carve out a new mission as creators of social capital for their communities'.

As such the language is useful to library professionals to discuss the inherent value of libraries with policy makers and funders to justify the intrinsically valuable spaces and activities libraries provide to the public in order to align libraries with current policy and secure political backing and funding.

2.4.7 Do libraries create social capital?

Vårheim (2007, p.421) suggests that there are 3 main ways in which libraries contribute to the creation of social capital. Firstly they can work with voluntary groups to enhance participation in organisations and local community activities. Secondly they can develop their capacity as informal meeting places and, thirdly, they can create social capital in their role as providers of universal services to the public. He suggests that the second and third options – as spaces and with their services and programmes – are the 'most promising'.

This is seconded by Putnam and Feldstein (2003) who suggest that social capital is generated through both the provision of services and the connections made at the library among community members.

So libraries can create social capital through their learning programmes, reading groups, cultural programmes and through informal social ties, to highlight a few.

The nod at a recognised person and interactions with staff (Johnson, 2012) are important in the current digital age where 'people's social networks are dwindling' (McPherson, Smith-Lovin & Brashears in Johnson, 2010, p.148.)

Libraries can also be a first point of contact for new immigrants (and migrants) where they have their first interactions with state institutions and with the communities they are living in. Johnson (2010) suggests that libraries have an important role in providing an interim social capital while they adjust to their new lives.

Vårheim concludes that through their 'services', as a 'public space' and as 'an institution for information' and crucially the fact that 'equity and universality' run through them as a theme that libraries are 'extraordinarily suited for the task of creating social capital'. (Vårheim, 2007, p.426)

Many commentators call for more research (Fergusson, 2012; Vårheim, 2011, Johnson 2010 & 2012; Audunson 2005; & Aabø 2011). The 'promotion of the importance of public libraries for social capital by professional organisations and the low research output' into whether and how libraries create social capital 'reveals an under researched area'. (Vårheim, 2007, p.417)

A relationship between libraries and high social capital definitely exists but direction of causation is difficult to determine (Johnson in Fergusson, 2012, p.31). As Fergusson says: – 'the jury is out' (2012, p.31).

2.5 The role of libraries in culture-led urban regeneration

Regeneration has been defined as the transformation of a place (residential, commercial or open space) that has displayed the symptoms of environmental (physical), social and/or economic decline. It has been described as: breathing new life and vitality into an ailing community, industry and area [bringing] sustainable, long term improvements to local quality of life, including economic, social and environmental needs (Local Government Association, 2000).

2.5.1 Rise of culture led regeneration in the literature

In her discussion paper for government Aldridge et al. (2002, p.7) noted 'a range of ways in which government might look to promote the accumulation of social capital for beneficial purposes at the individual, community and national level'.

At the community level some of her ideas of how to do this included

- promoting institutions that foster community;
- new approaches to the planning and design of the built environment.

These ideas have been evident in subsequent planning policy and literature which has spread to planning and development policy across the world (Miles & Paddison, 2005; Stern & Seifert, 2010; Mercer, 2006; & Vickery, 2007).

2.5.2 Worldwide phenomenon

In 2004 the UN-Habitat series released a report called 'The State of the World's Cities' which focused on the cultural impacts globalisation was having (UNCHS, 2004). This led to a rapid rise of culture on the urban policy agenda worldwide.

2.5.3 UK specific

In Britain in particular, culture is in the spotlight as a regeneration strategy.

In their article 'The Rise and Rise of Culture-led Urban Regeneration' Miles and Paddison (2013) give an excellent précis of the major government acts and papers and academic contributors to this burgeoning field as does Vickery (2007).

Culture-led regeneration is seen as effective for personal growth, social cohesion, environmental renewal and health promotion. The Core Cities (www.corecities.com) initiative sees it as a driver of economic change. In 2004 in their consultation paper on culture-led regeneration the DCMS acknowledged the 'fine balance between the need to innovate and the need to reflect the needs of the community' (DCMS, 2004, p.5).

2.5.4 Definition of culture has changed to embrace more things

The term culture has come to embrace many facades of creative activity from art to dance to libraries. With the use of phrases like 'cultural industries' and 'cultural sector' it has also been aligned with economic concerns. This alignment can be problematic for creative individuals. The many definitions of culture are something that we need to be aware of in looking at the literature. (Evans & Shaw 2004, p.4)

The definition of cultural activity provided by DCMS for the Evans and Shaw review encompasses 'the arts (including film), libraries, museums, heritage and cultural tourism. It does not include other areas of DCMS responsibility, notably broadcasting, sport and gambling' (2004, p.4).

This definition of culture coupled with the developmental responsibility for libraries moving into the Arts Council remit in October 2011 puts libraries firmly at the heart of culture and the culture led regeneration agenda.

2.5.5 Libraries are important cultural institutes

'When seen in terms of number of users, the public library is the most popular cultural institution' (Hvenggaard and Jochumsen, 2007, p.54).

Hvenggaard was talking about Denmark but the same is true of the UK. There were 306,591,000 visits to UK libraries in 2011/2012 (Chartered Institute of Public Finance and Accountancy, CIPFA at www.cipfa.org), and 41,940,100 visits to funded museums and galleries in England 2011/2012 (Office for National Statistics, ONS, at www.statistics.gov.uk). The comparison is not like for like but is indicative of the scale of visits and the importance of libraries as cultural institutions in the UK.

2.5.6 Some examples of libraries at the heart of culture-led regeneration schemes

Libraries have increasingly been placed at the centre of regeneration projects worldwide. Skot-Hansen et al. (2013, p.17) say 'Libraries are "used" in culture-led regeneration strategies, but this use also gives them new legitimacy and image, necessary for survival in an increasingly digitalized and globalized world.' They comment this could be 'instrumentalisation' of the core mission of libraries but that if

the mission is to 'enliven and enhance citizens' lives' then it is unchanged – it is simply being tested through new designs and concepts'.

The DCMS policy statement 'Culture at the Heart of Regeneration,' published with their 2004 consultation, outlined three strategies of culture-led regeneration:

1. Cultural icons and landmarks
2. Placemaking and urban identity
3. Community consolidation

Skot-Hansen et al. use this outline but prefer the term community revitalization as it 'focuses on a more prevalent role of the library' (2013, p .9).

Iconic libraries include the Seattle Public Library, credited with revitalizing the Seattle economy (Berk & Associates, 2005). Locally, Peckham Library has 'contributed to the branding of Peckham, adding a new image and identity to the former run-down district.' (Skot-Hansen et al., 2013, p.11).

Placemaking libraries are used as cultural anchors to rekindle visitors coming to areas, to be an active part of urban planning, contribute to urban diversity and create new stages for experience in the public domain. Some notable examples are Oppenbare Bibliotheek Amsterdam (OBA) and Vancouver Library. Libraries considered as community vitalizers are the Garage in Malmo and the Idea Stores in Tower Hamlets. Their key identifiers are that they

- Boost local identity and cohesion
- Address social and economic challenges
- Initiate local innovation, creativity and cooperation. (Skot- Hansen et al., 2013, p.13)

These different strategies for libraries in regeneration are not mutually exclusive. Libraries can mean different things to different people and can exhibit characteristics of more than one role.

2.5.7 Is culture-led regeneration a good thing?

There is evidence that culture-led regeneration projects 'refresh the local soul as well as the local economy' (Ward, 2002), but others disagree.

Doucet (2007) doubts flagship regeneration will enhance civic pride if only a few residents ever get to enjoy it and it exacerbates socioeconomic divisions in the city, a concern reiterated by Zukin 1995 (in Skot-Hansen et al., 2013, p.16) and Sklair (2006, p31).

Anecdotal evidence about the impact of culture-led regeneration still leaves two questions: – ‘the critical appreciation of what it aspires to achieve; and, how to evaluate whether it is meeting those expectations’ (Miles and Paddison, 2013, p.838).

2.5.8 Is it a good thing that libraries are at the centre of culture-led regeneration projects?

Some people lament the multi-role new libraries have assumed. In taking their central role in cultural life and regeneration there has been a shift from ‘knowledge temple to including several functions – enlightenment, the library as a meeting place, it acts as a cultural centre and provider for small businesses in the local community’ (Hvenegaard & Jochumsen, 2007, p.53). Fergusson refers to libraries having ‘an augmented role as public space, community hub and place of learning’ (2012, p.31).

Even if libraries have always functioned on many levels there has been a discernible shift in how libraries define themselves to funders in the modern age. (Aabø, 2005, Kranich, 2001). Libraries must articulate their cultural contribution, be aware of ‘competing offers’ to be cultural hubs and stay visible to Local Authorities (Hvenegaard & Jochumsen, 2007, p.58). Importantly they must build in evaluation to ensure they are aware of their changing role and that they have the most positive effect on the community in terms of learning, experience, opportunity, development and bonding.

2.6 Libraries as Spaces

Library physical space is important in community building. This can be from the perspective of libraries as ‘third places’ and also the space’s actual layout/design and how it contributes to building community.

2.6.1 Oldenburg - Third places: What they are

The term 'Third Place' was first used by Ray Oldenburg in 1989 in his book 'The Great Good Place'. He describes a third place as not the home or work but a community building that is an 'anchor' of community life. Oldenburg subtitles his book 'cafes, coffee shops, bookstores, bars, hair salons and other hangouts at the heart of a community'.

Oldenburg outlined some characteristics of Third Places which are that they are

- Neutral Ground
- Levelers
- Conversation is main activity
- Accessible and accommodating
- Have regulars
- Have a low profile
- Have a playful mood
- Be a home away from home

Libraries meet the criteria on some but not all of these. Libraries are neutral ground, but in the UK they are statutory and so are obliged to exist in some form.

In accommodating the community wishes; the UK hasn't gone as far as other places such as the Garage in Malmo, which opened almost empty and let users' requests and needs dictate the space from services to furniture (Skot-Hansen et al., 2013, p.14).

Conversation is welcomed – activities like book groups and conversation cafes actively encourage it, but it is not the main event for some people and establishments.

2.6.2 Importance of Third Places in democracy

Nancy Kranich said libraries could 'invigorate a weakened democracy and encourage more active citizen involvement' by creating 'free spaces or commons for public discourse and deliberation (Kranich, 2001, p.41). Fergusson (2012, p.23) parallels this role with Habermas' ideas of the British nineteenth-century coffee house as meeting place and forum for (bourgeois) public debate. Fergusson feels

this boldly acknowledges the importance of libraries' role as meeting places and contributors to social capital and community building.

Libraries fit the bill as third places. Audunson argues for the importance of the public library as a meeting place and states that 'democracy in a multicultural context is dependent on low-intensive meeting places where we can see one another across the high-intensive arenas on which we engage' (2004, p.430). High intensive arenas are with people who share interests and values with us and low intensive arenas are with people who 'are not exposed to one another in other arenas' (Audunson, 2004, p.436) paralleling the bonding and bridging social capital constructs of Putnam (2000).

In the UK in 2010-2012 347 Public Libraries were closed (Guest, 2013). Audunson's (2004) assertions that libraries as low-intensive meeting places foster tolerance in a multicultural society and underpin democracy, set against recent turmoil of civil unrest in Britain, would suggest that there is a real role for libraries as physical spaces in our communities.

2.6.3 Libraries as spaces in economic downturn

The role of libraries as spaces is exceptionally important in the present climate. Johnson (2010, p.147) asserts that their existence is threatened from 'two converging events: the prevalence of the internet and the recent economic downturn.' Yet it is these very things that highlight how essential libraries are as third places and spaces.

2.6.4 Reduces isolation in society

Oldenburg (1989, p.10) said that 'while others take full advantage of their freedom to associate, we glorify our freedom not to associate.'

Recently much of our public realm has been privatized, although 'places which enable members of the community to meet and encounter one another on a regular and informal basis are vital in building a dynamic and active civic life and this has led to increasing concern with public space' (Goulding, 2004, p.4)

This process, seen alongside the internet, the increasing technology in our lives and modern blurring of our work and social spheres, explains why 'People's social networks are dwindling' (Johnson, 2010, p.148). The 'Striking diminution of regular contacts with our friends and neighbours' (Putnam, 2000, p.115) is a sentiment many commentators have noted (Putnam, 2000; Goulding, 2004; Aabø, 2012; Audunson, 2005).

2.6.5 Benefits to community and individual wellbeing

Libraries as spaces can help the wellbeing of communities and individuals within the community.

Oldenburg said that 'we seem not to realize that the means of relieving stress can just as easily be built into an urban environment as those features which produce stress. (Oldenburg, 1989, p.10) and that 'though a radically different kind of setting from the home, the third place is remarkably similar to a good home in the psychological comfort and support that it extends' (Oldenburg, 1989, p.42)

Some people think libraries should dissolve into cyberspace – others think the physical space is exceptionally important (Hvenegaard et al., 2013, p.46)

Libraries are a safe place to meet (Bourke in Fergusson, 2012, p25, Vårheim et al., 2008, p.881,) and an equal place to be (Goulding, 2004, p.148) which is important for the building, cohesion and health of any community.

2.6.6 Note on plain, not iconic, nature of Third Places

Oldenberg (1989, p.37) said "As a physical structure, the third place is typically plain." But with the rise of culture-led regeneration much of the new public realm that is being created are public institutions such as libraries. 'Starchitecture' (McNeill, 2009 & Rochon, 2009, in Patterson, 2012, p.3289) typically uses iconic, or at least distinctive, buildings for new public institutions which are often at the centre of new public places.

2.7 Architecture and interiors layout contribution

New Library Buildings are increasingly being looked at as vital elements of providing potential for building Social capital and community in revitalization projects (Goulding 2004; Skot-Hansen et al., 2012).

The architecture and interiors of new libraries make them attractive for different groups to use in different ways, enabling the interactions that build community to take place.

The Audit Commission (2002 in Worpole, 2013, p.56) noted that looking good, interior and exterior, is not just aesthetic but a crucial factor in library use.

Library location is important in culture-led development to create community dialogue and reassert libraries' quiet authority as the centre of the community (Warpole, 2013). There are increasing examples of libraries being the centrepieces of local areas: in Birmingham, Peckham, Glasgow, Newcastle, and Brighton.

Location increases the library's desirability and allows interaction with the outside world, a crucial element of new library design. The physical buildings, the glass wall, comfortable seating and visible cafes make many modern libraries 'more attractive to people who do not normally go there' (CABE, 2003, p.19).

The 'living room in the city' (Building Futures, 2004, p.9) needs to be light and beautiful to be attractive to new people and remain a place the community desires to spend their leisure time. This is the real test of success - people need to connect to buildings and adopt them as social venues for them to achieve success in building community.

Having different spaces such as cafes or meeting rooms can increase functionality of and open the building to different audiences. Hiring these spaces allows libraries to generate income which can justify services to funders or support other activities. Being able to 'act as a small conference centre' benefits the community with the mix of users (Worpole, 2013, p.96).

Co-locating with services such as art galleries or theatres increases the footfall and allows for cross-pollination of audiences, and sharing expertise to develop the programmes offered. Hvenegaard (2007, p.57) questions whether this colocation begins the dismantlement of independent.

In addition to co-location, flexible spaces enable different uses and the adaptability future proofs the space. Tower Hamlets Idea Stores and Clapham Library are both excellent examples of open-plan flexible spaces enabling ambitious programming (Worpole, 2013).

2.8 The capital project in building community

‘It should not be thought that the creation of a building is a linear process: programming, design, documentation, construction. Design informs program as much as program informs design. Eliminate that interaction and the question may never catch up with the answer’ (Mattern 2007, p.18)

The Virtuous library circle developed by CABI and RIBA in 2004 (Worpole, p.64) suggests that places, people, programmes and partners should all be considered in designing a brief. Only when these are all considered and fed into the brief can architect and strong client ‘work together to provide a building which delights and is a pleasure to use’ (Worpole, 2013, p.74)

In building new libraries, local authorities need to get it right, working with ‘all the key library stakeholders, including budget holders, librarians, library users, architects and designers, as well as representatives of appropriate civic bodies’ (Worpole, 2013, p.60)

Patterson suggests that a public competition can increase the public involvement in the project by allowing the community to choose the design. Mattern, (2007, p.29) suggests that if done well public input into design can ‘rally a community around a design project and promote a tremendous sense of civic pride.’

An active public consultation is important when it comes to designing the library so its services, programmes and spaces suit current and future users and communities.

2.9 Local history aspect of community

To boost local identity, people should have input into spaces and services, and ownership of them, like in Malmo (Skot-Hansen et al., 2013, p.14), but also keep an awareness of the past, particularly local history. Allowing people to contribute to present and future, and acknowledging the past of an area promotes 'urban rebirth

and sustainable self-renewal' (Furbey, 1999, p.419). It also helps to anchor developments and root them firmly in local areas.

2.10 Libraries as community anchors

'Anchor' is used by Oldenburg to describe libraries as third places, and by Skot-Hansen et al., 2013, talking about the role of libraries in community vitalization – renamed from community consolidation (DCMS, 2004) - to 'underline the importance of innovation and creativity'. Libraries, in achieving community vitalization, should

- Boost local identity and cohesion
- Address social and economic challenges
- Initiate local innovation, creativity and cooperation.

(Skot-Hansen et al., 2013, p.13)

Block said that 'Public libraries are anchor institutions that promise visions of community and establish a sense of place' (2008, p.29).

So how do libraries 'anchor' their communities and 'give them a new heart' (CWAAP) or 'refresh the local soul' (Ward, 2002)? Alongside careful consideration of the building, the activity, programming and people (Johnson, 2011) who make up the library and who builds the community?

2.11 Activities and programming

'Community is something we do together. It's not just a container;' ... 'Infrastructure ... provides the shell within which people live. These include but are not limited to education, health care, business, recreation, and spiritual celebration. People working together with shared understandings and expectations provide a place of strong community (Brain, D., 2004).

The library programming and use after the capital project needs to actively build community, growing trust as the space is used as a low-intensive meeting place (Audunson, 2004). 'Planners make spaces but people and activities make places' (Mercer, 2006, p.7).

The role of learning and cultural activity in renewal increasingly compels those working to renew our cities to accept that 'wealth creation, social cohesion and

quality of life ultimately depend on confident, imaginative citizens who feel empowered and are able to fill their potential'. (Landry et al., 1996, p.9)

2.11.1 Changing nature of social life – we need these sorts of local programmes

The nature of our social life is changing. There is evidence appearing that alongside the digitization of our social sphere that working patterns are affecting our social life. Only a third of people work 'normal hours', 'leading to a 'de-synchronisation' of our leisure and social activities'.

We need local programmes, open to all and affordable, to enable people to participate in community life, so benefitting the individual and the wider community – 'even those profits of participation that seem most personal are never wholly so, for whatever improves social creatures improves their relations with others. What contributes to the whole person may be counted a boon to all (Oldenburg, 1989, p.43).

2.11.2 Libraries - move away from traditional use or business as usual?

The established library model is being challenged. Kranich (2001) talks about libraries redefining their mission but some people suggest it is still 'business as usual' with no real innovation in how they meet their 'augmented role as public space, community hub and place of learning' (Fergusson, 2012, p.31).

Worpole (2013, p.88) suggests an emphasis on flexibility that enables them to meet future needs in terms of use, stock and programming.

Newman et al. (2003), discuss the importance of creativity and innovation in personal development and in building community. ACE has recently worked on evaluating this contribution.

2.11.3 Library programming in building community

Alongside their Information role, librarians schedule a variety of activities using their spaces for different functions that develop individuals, stimulate civic engagement and firmly establish the library's role at the centre of the community.

The areas that these activities fall into are

- Learning
- Cultural
- Democratic/Civic

Within each is the social - the build-up of networks that make a vital community and integrate library and community life. With their programmes, space and resource assets libraries 'can connect to all parts of a community, building those relationships and networks that contribute to strong social infrastructure. They are important community engagement catalysts.' (ULC, 2005, p3)

2.11.4 Learning

Libraries offer many shared and individual learning activities, catering for the community and encouraging personal growth and development, ranging from computer courses, to information literacy, to ancestry sessions, to origami.

For personal development, libraries are open to everyone to learn without qualification. This inclusive attitude helps attract people who would not use formal educational routes.

2.11.5 Cultural activity

Many libraries offer a wide programme of cultural activities as part of what they do, while those with theatres or galleries can offer additional activities and expertise to support them.

Libraries offer book-related activities such as author talks and book promotions.

They also facilitate reading groups with 10,000 based in English libraries in 2008. All these social cultural activities contribute to an area's community network. (Worpole, 2013, p.95)

The arts, health and wellbeing report by Arts Council England (ACE) states that 'there is increasing recognition that people's health and wellbeing is influenced by a range of interconnecting factors'.(2007, p.4) and that art has an important role to play in enhancing and improving this. Physical, mental and social wellbeing are interlinked and art can contribute on all these levels. So participation in the arts can hugely benefit individuals and this in turn has a beneficial effect on communities and society (Oldenburg, 1989, p.43).

2.11.6 Democratic activity

Maloney found that British associational life has changed and may even be increasing (Maloney et al. in Goulding, 2004, p.4). The formal bodies such as community councils and participative forums are important but services and places that allow people to socialize locally are 'just as vital in building a dynamic and active civic life' (Goulding, 2004, p.4).

2.11.7 Inclusiveness

Within scheduling these different activities there is an emphasis on inclusiveness and meeting specific community needs.

Libraries are particularly good at offering people who are potentially marginalised a free and safe environment and thereby providing an opportunity for interactions and community bridging across groups, with women (Greenhalgh, Worpole & Landry, 1995, p.52) and many other groups.

2.12 CW Specific

The CW area in central SE London is part of a major regeneration project to create a new town centre. The social and community infrastructure is intended to 'benefit local people and support the growing population'. (CWAAP, p.59)

The new build library is seen as a project to 'improve civic facilities in the town centre and help give the area a new heart' (CWAAP, p. 12).

Using the wide scope of topics explored in the literature review, this research will explore the intentions of various library stakeholders in the regeneration project and

ask how and to what extent the library has contributed placemaking and community revitalization.

Chapter 3: Methodology

3.1 Overview

This chapter discusses the methodological approach taken to investigate stakeholder perceptions of the role and impact of CWL in community regeneration.

The design method I have used is a mixed method exploratory case study.

Blaxter et al. (2002, p.59) define methodology as the "approach or paradigm that underpins the research"; within this the method is focused on the "tools of data collection."

Johnson identifies "stages of activity which must be worked through in carrying out and completing an investigation".

1. Establishing the focus of the study
2. Identifying the specific objectives of the study
3. Selecting the research method
4. Arranging research access
5. Developing the research instrument
6. Collecting the data
7. Pulling out of the investigative phase
8. Ordering the data
9. Analysing the data
10. Writing up
11. Enabling dissemination

(Johnson, 1994, p.172)

This, and other representations of the process of research, presented in Bell, (2010), Pickard, (2007) and Bryman, (2008), to name a few, are "simplifications and idealizations of the research process"; the process is not linear and goes through a number of cycles that inform and impact on each other.

Nevertheless, Johnson's stages are a clear guide to the workings of research and they have been used to detail the methodology employed in this study.

3.2 Establishing the focus of the study

Chapters 1 and 2 introduced the research topic, exploring the perceptions of key stakeholders in the role and impact of CWL in placemaking and community revitalization. The literature review established academic and social background that gives focus to the research.

The research asks questions about the intentions and perceived impact of the library on community through site regeneration, architecture, library space(s), uses and programming and what stakeholders think might be the library's future role in building community.

3.3 Identifying the specific objectives of the study

The aims and objectives of the research, informed by the literature, were identified. See Chapter 1, p.2.

3.4 Selecting the research method

3.4.1 Research strategy

Pickard (2007, p.83) defines research methods as, 'the bounded system created by the researcher to engage in empirical investigation, the overall approach to the investigation.'

She identifies three major research paradigms:

- Positivism
- Post positivism
- Interpretivism

and suggests three stances that can be taken within these paradigms:

- Ontological
- Epistemological
- Methodological

Pickard (2007, p.7)

The two types of data collected for research are qualitative and quantitative.

'Quantitative researchers ... use techniques that are likely to produce quantified and

if possible generalizable conclusions. Qualitative [researchers] ... are more concerned to understand individuals' perceptions of the world' (Bell, 2010, p.5).

In conducting the literature review there were numerous calls for research into libraries' contribution to social capital, and its parent concepts of social justice and social inclusion (Hart, 2007, p22).

Many of these specified the need for qualitative data to add more depth to the data that is available, which is mainly quantitative (Aabø & Audunson 2012, Johnson, 2010).

In considering the methodological approach this was taken as justification for using a mixed methods approach of desk-based research to give quantitative data in addition to in-depth interviews that gave quality and depth to the study.

3.4.2 Case study

There are two main approaches to case study methodology; one proposed by Stake (1995) and the second by Yin (2009). Stake and Yin both approach from a constructivist paradigm. Constructivists say truth is relative and dependent on perspective, so this 'recognizes the importance of the subjective human creation of meaning, but doesn't reject outright some notion of objectivity' (Miller & Crabtree, in Baxter & Jack, 2008, p.545).

Baxter and Jack (2008, p.545) state that 'one of the advantages of this approach is the close collaboration between the researcher and the participant.' Subjects telling their stories allow them to 'describe their views of reality and this enables the researcher to better understand participants' actions'.

According to Yin (2009) a case study should be considered when:

- the focus of the study is answering "how" and "why" questions;
- you cannot manipulate the behaviour of those involved in the study;
- you want to cover contextual conditions because they are relevant to the phenomenon under study;
- boundaries are not clear between the phenomenon and context.

Bell (2010, p.8) states that in case studies "researchers identify an 'instance', which could be a new way of working, the way an organisation adapts to a new role or any

innovation or stage of development in an institution". This makes it a suitable design for this research.

The study is 'cased' in how the library builds community, 'intensive' in the depth and richness of the collected data, 'evolves in time' from the initial plans for the library through its building and subsequent uses and is set in the 'context' of the CW area regeneration. (Flyvbjerg, 2010, p.301)

Case studies are obviously specific to themselves. The findings may not be generalizable in the way some research is, but they often suggest 'implications about a more general phenomenon' (Yin, 2009, p.168), and this demonstrates their value in adding to the knowledge base on a topic.

A Delphi study was considered, as the people identified as stakeholders were experts in their fields, but the time commitment from participants and the quantity of data that would be produced for the scope of this project were not compatible, so this was ruled out as a research design.

3.5 Arranging research access

Access to the secondary data and information was gained early in the research. Being a local authority the majority of the information is public or would be available through FOI.

Arranging access to the key stakeholders was slightly harder but the research was authorised and supported by the Head of the Library Service in Southwark, who had a pivotal role in the CWL project and introductions were made allowing access to the field.

3.6 Developing the research instrument

3.6.1 Data collection tools

The qualitative and quantitative data that Yin (2009, p.102) identifies as sources of evidence suitable to use for case studies, are defined as:

- Documentation
- Archival records
- Interviews
- Direct observations
- Participant observations
- Physical artifact.

Evidence in this study has been collected by interview, and from archival records.

The research uses secondary information from sources such as CWAAP, ONS, and CIPFA statistics to set the context. This data provides a foundation for the theory, where interviews provided primary data.

A series of unstructured exploratory interviews with key informants in CWL, from the planning and development through to the current use of the library, was decided on as the main tool for collecting primary data. By interviewing people differently situated in the CWL story, the study benefits from different windows on the narrative environment (Chase, 2010, p.425).

Pickard (2007, p.172) states the purpose of an interview is to 'discover individual opinions' and quotes Lincoln and Guba (1985) "A major advantage of the interview is that it permits the respondent to move back and forth in time – to reconstruct the past, interpret the present and predict the future, all without leaving a comfortable armchair". This makes it an ideal tool for the case study approach selected for this research.

Unstructured interviews were chosen as 'quite often, as a result of asking general questions ... a very interesting conversation develops and subjects are discussed which throw a new light on the problem, but which would never have occurred to you to ask in a formal questionnaire' (Sussams, 1998, p.9). This type of exploratory depth interview is concerned with ideas (Oppenheim, 1992, p.67) over data collection. The role of the researcher is to create an atmosphere in which the respondent talks freely, and also to hear what is not being said and steer the conversation to cover areas of interest. The researcher was aware that, although the interview involves a conversation, it is 'essentially a one way process' (Oppenheim, 1992, p.66), with the ideal interview being one where respondents produce a rounded and personalized response after only a topic word and interviewer encouragement, so allowing the

respondents to reply without any introduction of bias by pre-determining lines of response (Oppenheim, 1992, p.74).

Pickard (2007, p.175) identifies two types of unstructured interview, 'informal conversational' and 'guided'. For novice researchers, Pickard recommends 'guided', stating "[there is] still an opportunity to follow other strands". Taking this advice, a checklist (Appendix B), which covered areas of interest and areas of anticipated discovery, was prepared to enable the researcher to get the most out of the interviews.

As the case study was about a specific, known organisation the sampling method was purposive.

Snowballing and priori sampling are approaches within purposive sampling (Pickard, 2007, p.64); this study uses priori sampling as it "establishes a sample framework before sampling begins and may provide some boundaries if time is an issue" (Pickard, 2007, p.64). The project had to be 'do-able within the time, space and resources available' (Blaxter et al., 2010, p.25). This is an important consideration for any research project.

The principles Pickard (2007, p.158) identifies pertaining to grounded theory have been used in the research, where an "iterative approach, constantly moving between data collection and analysis" were employed (Hayes in Bell, 2010, p.17). Hayes states that "The theory that is produced using a grounded theory analysis may sometimes be very context specific, applying only in a relatively small number of situations; but because it is always grounded in data collected from the real world, it can serve as a very strong basis for further investigation as well as being a research finding in its own right". Being a live and ongoing project CWL and its role in community regeneration is dynamic. It is hoped this research may prove useful for the purpose of future decision-making.

Collecting data from multiple sources, as described above, allows triangulation of the data to enable examining 'the same thing from different perspectives and thus to be able to confirm or challenge the findings of one method with those of another' (Laws, in Bell, 2010, p.118).

When discussing case study research, Yin (2009, p.41) describes four tests to weigh the quality of research designs:

- Reliability
- Construct validity
- Internal validity
- External validity

The tactic of using multiple sources of evidence and having key informants review the draft report give the research design construct validity; internal validity is given by explanation building; having a clearly defined domain to which the findings can be generalised gives the design external validity. An electronic copy of the research data has been organized and kept.

3.6.2 Ethical considerations

Aspects of the regeneration project were potentially politically sensitive and the participants all had key roles. This was considered throughout the project; the research reports statistical facts and clearly states that other data collected are stakeholder perceptions.

The case study 'place' is identified as CWL, and consequently stakeholders may be identifiable from their self-description of their roles, but they have been anonymised in the report.

The researcher has personal involvement in the CWL project but has been careful not to introduce bias or use the study to 'substantiate a preconceived position'. The researcher remained open throughout, and only based findings on compelling evidence. (Yin, 2009, p.72)

Aberystwyth LIS departmental ethical guidelines were followed throughout.

3.7 Collecting the data

The initial phase of data collection was early in the project. Archival documents were used for background, and for gathering information regarding institutional activity.

After the literature review began the research was designed and stakeholders were identified. The scope of the research simplified the identification of stakeholders to interview. Other stakeholders were identified but the eight interviewed were the most important to get a representation of the aims and perceptions of the contribution of

CWL to community building from different perspectives. This proved to provide good insight into varied approaches and ambitions.

An initial pilot interview was conducted and this was confirmed as a suitable method to get meaningful qualitative data.

The interviews, which provide the primary data collected and the main source of qualitative data, were conducted in June and July 2013. Eight key stakeholders were interviewed who had each played an important role in discovering the community building aspirations for CWL. They each have different areas of expertise and entered the project at different phases. The roles of the stakeholders interviewed are outlined in Figure 2 below.

Stakeholder Roles
Head of Library Services
Councilor with Member responsibility for Libraries
Staff Member at CWL
Head of Culture, Libraries, Learning and Leisure
Staff Member at CWCS
Regeneration project manager
Architect
Community representative

Figure 2.

Although stakeholders may be identifiable from self-description of their roles they are only referred to as participants one to eight (P1-P8) in this research. The numbers will not correspond with the list of roles above. An example transcript of the interviews can be found in Appendix D.

To arrange the interviews an email was sent to stakeholders outlining the purpose of the interview and the time commitment needed from them (Appendix A). A checklist (Appendix B) which covered areas of interest and areas of anticipated discovery was prepared and used to steer the interview. An introduction (Appendix C) was read to

each participant before the interview to highlight areas of relevance to the research, but the weighting of the conversation was determined by the participant's involvement and specialism in the CWL project. Oppenheim (1996, p.70) stresses the importance of 'obtain[ing] some rich material on a handful of topics' rather than pressing for every point to be covered from one interview and consequently only superficially covering areas that particular key informants have rich material on.

Interviews were recorded and transcripts produced. Participants were given the option on no-voice recording if they found this intrusive, but no-one opted for verbatim notes. Transcripts were returned to participants to check and amend to increase validity.

After the interviews some additional desk research was done which further utilized qualitative and quantitative analysis of key documents to interpret aspects of the interviews (Chase, 2010, p.425). The desk based phases yielded mainly quantitative data but some qualitative data was also produced.

The ONS data is from the 2011 census and the internal data concentrates on the period from November 28th 2011 (when CWL opened) to 31st May 2013. Some of the key sources of information are:

- MIRs (Monthly Information Returns)
- ONS (Office for National Statistics) data
- CIPFA (Chartered Institute of Public Finance and Accountancy) data
- CIPFA PLUS survey for CWL and Rotherhithe Library
- Travel Survey (carried out as part of the BREEAM planning permission)
- Business Objects (Talis LMS application) reports
- Audience monitoring (Albany)
- Community Profile CWL
- CWAAP (Canada Water area Action Plan)
- Internal documents and statistics

3.8 Pulling out of the investigative phase

The decision to leave the field was informed by time and by the scope of the research. There were more stakeholders that could have been interviewed but the

identified key-stakeholder interviews and the data that was collated were judged sufficient to meet the aims and objectives of the research project.

3.9 Ordering the data

Interview data was transcribed and has been stored electronically in line with Yin's (2009) rationale on validity. An example extract of ordered data is available in appendix E.

Quantitative data was also stored and organised. Extracts of this are available in the Figures and Appendices and all documentation has been stored electronically.

3.10 Analysing the data

The data was analysed by using keywords and concepts and searching for these in the transcripts. These were taken from considerations that emerged in the review of the literature. The data was also 'played' with as described by Miles and Huberman (in Yin, 2009, p.129) by:

- Putting information into different arrays;
- Making a matrix of categories and placing the evidence within such categories;
- Creating data displays – flowcharts and other graphics – for examining the data;
- Tabulating the frequency of different events;
- Putting information in chronological order or using some other temporal scheme.

'Rigorous empirical thinking' (Yin, 2009, p.127) was applied throughout the analysis and an iterative approach was used to build an explanation (Yin, 2009, p.141). This is in line with the grounded theory principles Pickard (2007, p.158) identifies where the researcher moves freely between collection and analysis.

3.11 Writing up

The composition of the case study report was given consideration throughout the period of research. A linear analytical structure was employed in the overall

composition of the dissertation, with the analysis employing graphical and textual explanations of key ideas and themes.

3.12 Enabling dissemination

The dissertation will be available at Aberystwyth University Library. It will also be available to CWL staff.

Chapter 4: Findings and Analysis

4.1 Research setting

Before analysing the library specific data and the stakeholder perceptions of the community building contributions of CWL the area needs to be set in context as its specific character and make up are important to understanding what CWL, as a project, has being working to achieve in terms of community building.

4.1.1 Regeneration zone

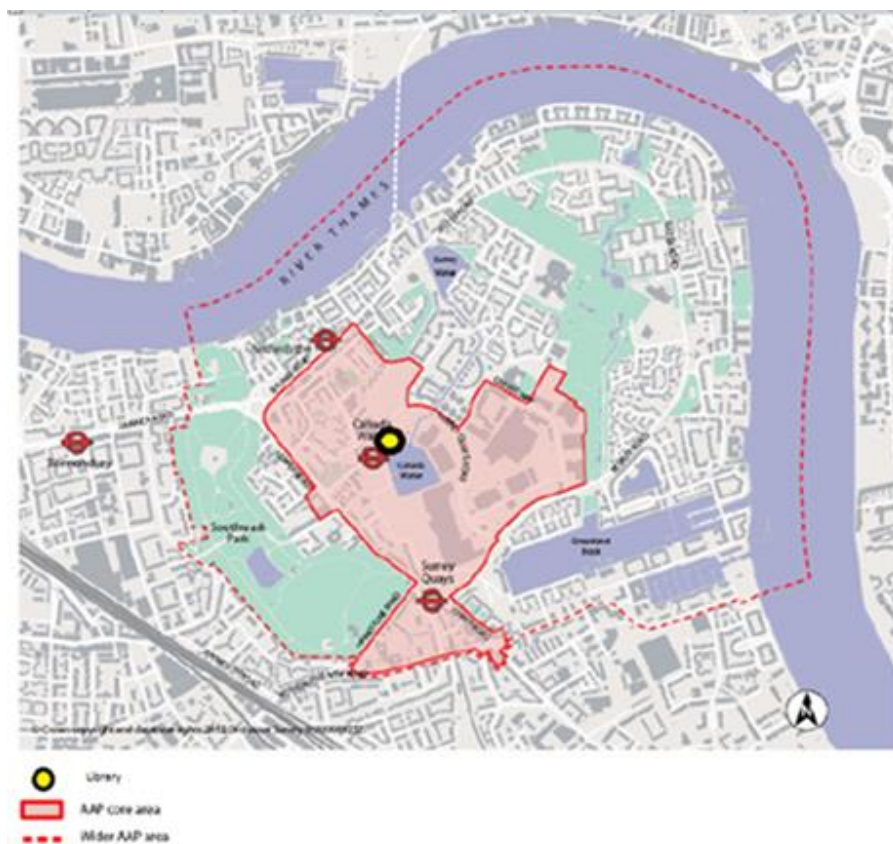


Figure 3.

Regeneration Zone

Adapted from CWAAP, p. 8

CW is an area in South East Central London on the Rotherhithe Peninsula currently undergoing major regeneration that is planned to continue to 2026. It is one of the largest regeneration schemes in London. Rotherhithe is a former maritime and industrial area with a core around CW containing considerable surface parking, a shopping centre and entertainment facilities alongside a concentration of development land that offers an opportunity to build a new town centre. (CWAAP)

CWL is intended as the heart of this new town centre.

The area that the library CWL is intended to serve is made up of two wards; Surrey Docks and Rotherhithe (Figure 4).



Figure 4.

Ward Map

Adapted from Southwark Maps

4.1.2 Local area and population

Figure 5 tabulates the population CWL is intended to serve compared with England, London and Southwark.

2011 Census Key Statistics	Measure	Rotherhithe	Surrey Docks	Rotherhithe and Surrey Docks Combined	Borough Southwark	London	England
2011 Population: All Usual Residents (Persons, Mar 11)	Count	13743	13435	27178	288283	8173941	53012456
2011 Population: Males (Persons)	Count	6755	6859	13614	142618	4033289	26069148
2011 Population: Females (Persons)	Count	6988	6576	13564	145665	4140652	26943308
2011 Density (number of persons per hectare)(Persons)	Rate	100.8	92.6	96.7	99.9	52	4.1
All Households (Households)	Count	5966	6048	12014	120422	3266173	22063368
All Households who owned their accommodation outright (Households)	%	7.6	12.0	9.8	9.8	21.1	30.6
All Households who owned their accommodation with a mortgage or loan (Households)	%	16.2	26.4	21.3	19.5	27.1	32.8
Very good health (Persons)	%	53.2	56.5	54.8	53.5	50.5	47.2
Good Health (Persons)	%	32.0	31.6	31.8	31.2	33.3	34.2
Day to Day activities limited a lot (Persons)	%	6.6	4.8	5.7	6.6	6.7	8.3
Economically Active; Employee; Full time (Persons)	%	36.0	47.0	41.5	42.2	39.8	38.6
Economically Active; Employee; Part-Time (Persons)	%	7.1	6.1	6.6	9.9	10.9	13.7
Economically Active; Self-Employed (Persons)	%	7.0	8.7	7.8	10	11.7	9.8
Economically Active; Unemployed (Persons)	%	4.5	3.6	4.1	6	5.2	4.4
Full – time students aged 16 – 74 (persons Mar 11)	Count	488	427	915	32308	700292	3504299

Fig 5

2011 Census Key Statistics

From ONS

The population of Rotherhithe and Surrey Docks, which CWL is intended to serve, is 27,178.

When you combine the two wards of Rotherhithe and Surrey Docks the figures for economic activity, health, accommodation ownership, and population density, are commensurate with that for Southwark.

Southwark was the 26th most deprived borough in England in 2007(Southwark Analytical Hub, 2008, p.5), and the 41st most deprived in 2010 (Southwark Analytical Hub, 2011). This is evident from figures such as the population density per hectare being 99.9 people; almost double that of the London average of 52.

However when you look at the statistics for the two wards separately you see that, although the wards are similar sizes, they have markedly different key statistics that demonstrate the different communities that live in the whole area.

Overall the Rotherhithe residents are less well off, less educated and less healthy than Surrey Docks residents. Some notable facts are that:

- 38.4% of Surrey Docks residents own or have a mortgage on their homes compared with only 23.8% of Rotherhithe residents.
- Although still high, the population density of Surrey Docks (92.6 pph) is lower than that of Rotherhithe (100.8 pph).
- 88.1% of Surrey Docks residents describe themselves as in good or very good health. This figure drops to 85.2% for Rotherhithe.
- 61.8% of Surrey Docks residents are economically active in employment as opposed to 50.1% for Rotherhithe.

Some additional points of interest from the CWL area profile (see Appendix F) are:

- The overall population is slightly older than is typical in Southwark being 4.9% for under-19s and 8.2% higher for ages 20-44.
- The ethnicity of the population is markedly different to that of Southwark – White: 10% higher, Black: 13.4% lower and Asian: 5% higher.
- The number of people educated to degree level or above is 6.4% higher than is typical in Southwark.
- Overall in Southwark 5% of the population are JSA claimants, however local to CW this is reduced to 3.7% (broken down further this figure is 5.1% for Rotherhithe Ward but just 2.5% for Surrey Docks ward).

It is possible to see this schism in the wards in the statistics and from walking around the area. Surrey Docks ward has many converted warehouses and new build high spec apartments. It has lots of woodland, open spaces, docks and miles of river frontage and low rise housing developments.

Rotherhithe has some converted warehouses and Victorian streets and also has a large park, but it also hosts many estates and social housing.

Overall the population for the area has many young professionals and students, some of whom are home owners and many of whom rent. This population is transient with many students and economic migrants moving on for work or study after a relatively short time. There are also some very established communities in the

area including a large Scandinavian community from historical dock links and also established communities mainly in social housing, many of whom are ex-docking families.

4.1.3 CWL



Figure 6.

Canada Water Library

From www.craigsheppard.photodeck.com

CWL is a 2678 square meter public library, designed by Piers Gough of CZWG Architects. It sits directly above a combined overground and underground railway station and across from a bus station. (Worpole, 2013, p.114)

The library has a dock side location and is in the shape of an inverted pyramid. As well as book stock and study spaces the library has a café, a 150 seat theatre space, 6 hireable meeting rooms and an extensive programme of events (Worpole, 2013, p.114).

The library was opened to the public in November 2011.

4.2 Stakeholder perceptions on the role and impact of CWL

CWL, as part of the regeneration of the CW area, has many stakeholders and, as the civic heart of a new town centre, they have many aims for it assisting in creating a vibrant and cohesive community.

4.2.1 Envisaged role – corporate literature

From the CWAAP CWL is intended to ‘improve civic facilities in the town centre and help give the area a new heart.’ (CWAAP, p.12)

It was intended that the investment in leisure facilities and the library will help to achieve the objective that CW is an attractive area for families. (CWAAP, p.55)

The library, with its associated exhibition and performance space and plaza is intended to provide vibrancy and a hub for this area as well as participative opportunities, especially for families and young people (CWAAP p.63). The new town centre with CWL at its heart is trying establish this area and these different people as a community.

Southwark Council work to five principles. CWL contributes towards these overarching principles with ‘everyone achieving their potential’ and ‘engendering a sense of civic pride’ being the areas where CWL most clearly aligns with corporate strategies.

4.2.2 Envisaged role – stakeholder interviews

Eight stakeholders were identified to interview, who had different roles in CWL from architect, to staff, to customer. Their perceptions of the role and impact of CWL, specifically regarding the contribution the library can make to community building and place making, are often similar but within each of their roles has a different focus.

The main aims that stakeholders highlighted regarding CWL’s role in placemaking and community building were:

- To deliver an iconic building
- To deliver a building with impact on the regeneration scheme
- To deliver a quality building
- To deliver an accessible, welcoming, flexible space
- To create a bustling community hub through delivering multiple events and activities
- To create a bustling community hub through delivering value added services (such as café)
- To provide space for the community to meet
- To provide learning facilities for the community
- To provide participative opportunities for the community
- To provide a conduit and contact point to enable other council services to be delivered
- To engage the public through programming events and activities
- To generate income.

The remainder of this report concentrates on different areas of interest that emerged from stakeholder interviews. These are discussed in detail and evidenced from other collected data in the subsequent sections of this research.

4.3 Placemaking

4.3.1 Why a library?

Why a library was chosen as the heart of a new town centre was discussed by many of the participants. P4 felt that 'libraries in general [build] community ... libraries traditionally are seen as the heart of local communities because public libraries are a very trusted and valued brand ... for the UK which has been built up since the 1850s.'

P3, P4 and P6 all highlighted that the library at Albion Street (R) was 'not fit for purpose'. CWL was seen as a direct replacement with the caveat that it was something the public directly asked for in the consultation process (P5). P3 and P4 also highlighted that this was community driven.

One thing that the public were adamant about – that they wanted a library and to them that meant having the access to high quality book stock as well as the IT. And they also wanted the library to be a social meeting place for them – to actually generate a night-time economy for CW because there's nothing to do there for families and children and everybody really. And they wanted it to be a nice place to be able to come with your family and with your friends to see a performance, play, music event but also just a nice place to do community things. (P4)

There was very much a feeling, as indicated above, that the library would be more than books. P3, P4, P5 and P6 all spoke about that community's wish, even at this

early stage, to not be 'constrained by traditional ideas' (P5) in what they wanted to achieve.

P2, P4 and P8 also raised some interesting points about the civic nature of libraries. P2 states that as a civic building it is 'bringing the community together' and asks 'Who else will create a facility that will actually cater for the different needs within the community?' It was important that a local council would consider this in any planning of public realm or new development.

P5 raised an interesting point that it was a library as a community hub that the community specifically asked for, rather than a community centre. P5 pointed out that sometimes a 'community centre' is taken over by a specific element of the community and that a library is clearly for everyone.

P8 feels that it was important that there was a place to provide an interface with the council and a 'place in the area that provided stability and which provided something for everybody in an area which is unstable, in terms of its population'. There was a feeling among all participants that this was the case with words like 'anchor', 'hub', 'centre' and 'heart' being used.

4.3.2 Contribution of CWL to town centre identity

CWL was perceived by participants to have contributed to 'putting CW on the map' (P4). P2 and P6 highlighted the very real economic reasons for putting a library at the heart of a regeneration project stating that

'The idea of the library was as a civic centrepiece of the town centre development, so it was a major new amenity in the centre of the redevelopment zone which would attract developers to build out other plots for residential and some retail uses' (P2).

This is in line with regeneration strategies such as that in Seattle where the library is attributed as raising the financial vitality and livability of the neighbourhood (Berk & Associates, 2005, p.45).

The location of the library, opposite a bus station and on top of a tube station, was flagged up by P2, P4, P6, P7 and P8 as being of great significance to the accessibility of CW as a destination. This confirms information in Figure 15 showing how people travel from a wide catchment area to CWL.

The library building itself was perceived to be very important. The 'iconic' nature of the building was mentioned as creating a lasting impression and helping to define the new town centre in people's minds (P3).

'We wanted to create a jewel, a freestanding object, something that would sort of instigate the regeneration of the whole area. (P6)

P4 felt that the library was helping to 'Build the Brand' of CW for the council, a view similarly expressed by P2, P3, P4, P5, P6, P7 and P8 who all mentioned that CW was a 'Beacon' (P4) illustrating the council's intention, aspiration and confidence with CW as a new town centre, with P4 even mentioning how this has seemed to work as CW

'is seen as quite a prestigious destination..... If you look at the posh property pages.... That's never happened before this development, I don't think, so the fact that it's now being seen as a residential destination just shows, I think, that it is on the way up'. (P4)

4.3.3 The building itself

'I think [Piers Gogh] did a fantastic, iconic design but it's a very human building inside. And I think that's the key to it really – it just fits that community. (P4)

The iconic design of the building was talked about by P2, P3, P4, P5, P6 and P7 as being important

We wanted to create a new hub, a building where you wouldn't just happen to bump into it because you sort of happened to be in the area, but it would be a destination in its own right. (P6)

P3 mentioned that there were objectors to the scheme, mostly around ecology issues and money, but P3 and P4 iterated that it was 'what the community wanted'. P6 said that when tours were given there were 'always quite curious members of the public that are very much scrutinising how you spend public money, which is ... a bit of a sore point, just like with every other inspiring building.' So some debate still remains on this.

P4 stated that 'people are excited by the building' and P3 said that 'the people who doubted it now are changing their mind and saying 'oh look at this, it's lovely'. 89.7% of users surveyed in the CIPFA survey 2012 thought the attractiveness of the library from the outside was 'good' or 'very good' as opposed to 73.2% who thought the same of R (Figure 7).

There was a difference in views over how the building came about, with P2, P3 and P6 feeling that there was always the intention of the building being iconic, whereas P5 discusses how 'practical staffing issues' were a massive contributing factor on keeping the building on fewer floors. Both may be true but the word 'iconic' is used in the brief and there seems to have always been the intention to create a landmark building.

It was flagged up by P8 that Southwark already has an iconic library. Peckham Library proved to be a catalyst for positive regeneration in the area (Skot-Hansen et al., 2013, p.11) and so the idea of using the same strategy for regeneration to emulate that success at CW is likely.

The open plan nature of the interior space was discussed by P4, P6 and P7. P4 and P7 both referred to how welcoming this felt. P6 and P7 spoke about there being 'a lot of light ' in the building and P7 continued that although occasionally 'people do complain about the space in terms of the staircase [taking] up a huge amount of space, having a gallery floor rather than a whole other floor' was a success as the open and airy nature of the building gives it a 'nicer atmosphere' and 'it becomes a very positive space because of those things.'

This seems to be something the library users like as demonstrated in Figure 7 where 95.3% of users surveyed in the 2012 CIPFA survey thought the interior of the library was 'good' or 'very good'. Only 60.1% of users felt this way about R.

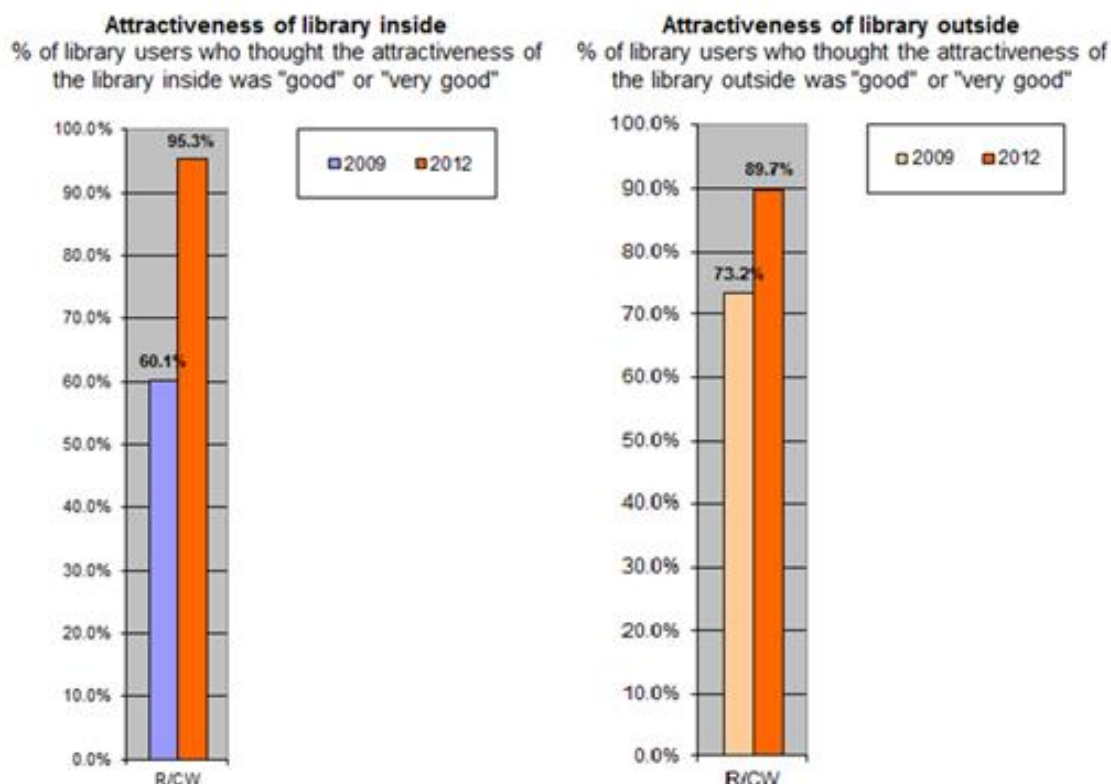


Figure 7.
Attractiveness of Library
From CIPFA Survey CWL 2012

P2, P4 and P6 all comment about the quality of the finishes in the building. All stressed how with constraints on the site and the value engineering, work was done to make sure that

‘the library was developed in detail and constructed without detriment to the vision and the brief so that we ended up with an excellent building that was well designed, well-constructed, well detailed and doing all the things that we wanted it to do.’(P2)

The finishes chosen were all of a quality in line with the Council's aspirations for CWL. There is also a commitment to upkeep mentioned by P4 and P5 with an acknowledgement that this hasn't always been the case with previous libraries. P3 mentioned that as R got older ‘the council did not spend money on it so of course it started to fall into disrepair.’

The meeting rooms and different facilities that the library offers were discussed unanimously by participants as being a positive thing with a recognition that they brought different people in for different things and this created a bustle that left CWL

feeling like a 'genuine hub'(P7) in CW. There was also awareness from P1, P4 and P6 of the rooms, CWCS and café as meeting a corporate aim for income generation from the building, an important factor in times when many libraries' futures are being considered.

CWL has won RIBA and Civic Trust awards. This was offered from P2, P4, P5, P6 and P8 as proof of the community-building elements and accessibility of CWL.

One element of the building that was discussed by P3, P5 and P8 was local history. P3 and P8 felt that more could have been incorporated into the building to define the history of the area. P3 spoke about pictures that were incorporated but felt this element should have gone further whereas P5 considered that the pictures were enough as a docklands museum is close by. Skot-Hansen et al. (2013, p.14) state that an awareness of the past alongside input into services and spaces helps to boost local identity. This is in line with P8's views that this should be considered for future programmes and services.

4.3.4 The space and community building

The architecture contributes to building community as a low intensive arena (Audunson, 2004, p.430). P6 states that

'There's a lot of visual interaction because you're separate in another level and yet you immediately have got views all around, so that kind of helps promote that ideal.'

P4 and P7 agree with this. P7 states that

'I think it's nice for people to be in a mixed environment. Having a space that's only for kids and they're boxed off and the people who don't have kids don't see the kids – isn't very good community building.'

However both P4 and P7 raise behavior and noise as problems that have been exacerbated by the open plan nature of the building, highlighting that the architecture 'can create friction between the different elements of the community that want to use the building' (P7) in different ways. This view was flagged up in the comments of many users who disliked the residual noise interfering with their use of the building, but conversely some people enjoyed this buzz of community as illustrated in the comments below (Figure 8).



Figure 8.
Customer Comments
From CIPFA Survey CWL 2012

P1, P3, P4, P5, P6 and P7 all mentioned the open access and accessibility of the building as being something that generated a sense of community with a general feeling that the spaces were ‘understandable and easy to use’(P4).

Speaking about the main way CWL has helped to build community, P1 said

‘I actually think the main thing is that sense of home and that sense of place and we’ve automatically got that because it is an open access building ... it’s ... being able to give people a place to communicate and I think generally, in terms of trying to create a town centre you need kind of some sense of hub.’

This idea, of having common ground for people to be in, was discussed by all participants. P4 felt that a library is ‘a safe space for everybody to go into – there’s no political agenda when you walk in the library – you can be as anonymous as you like – we don’t vet you, we don’t charge you to sit there – we’re a very tolerant, equitable space really and I think CW is a shining example of that.’

Open access is exceptionally important in a community with a discernible economic divide between different elements. P3 mentions that locally there are children ‘crammed into rooms in tower blocks’ who now have a space where they can study or just be for no or not much money. P3 highlights how important that is to the equity of opportunity in the area and how that helps build community. Goulding (2004,

p.148) suggests that the equality offered by library spaces is important for the building, cohesion and health of any community.

P7 suggests that for some users 'literally just having a space that they can go and be inside and warm and dry for the whole day' is important. 'Somewhere inside where people will actually speak to them and interact with them which probably isn't happening to them anywhere else in their lives'.

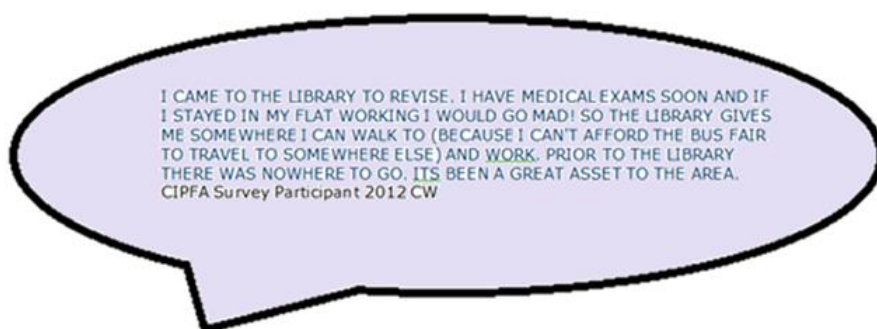


Figure 9.
Customer Comments
From CIPFA Survey CWL 2012

As a physical space the library is exceptionally important (Hvenegaard et al., 2013, p.46) and can offer 'the psychological comfort and support ... similar to a good home' (Oldenburg, 1989, p.42).

Johnson (2012, p.53) says that 'People who design libraries increasingly recognize that spaces ... that encourage interactions among patrons need to be incorporated into library design. In an increasingly virtual and digitized world, the value of physical spaces where real people congregate can sometimes be ignored. Place has much to do with social capital.'

This matches the council's wellbeing agenda, and the healthier individuals are, the healthier the community is as a whole (Oldenburg, 1989, p.43) and is something CWL customers also feel (see Figure 9).

4.4 Consultation

There was extensive consultation on both the wider regeneration scheme and, in turn, CWL. P2 and P5 both refer to an original consultation where the idea for a

library came onto the cards and subsequent to this 'quite serious public consultation' (P5) began.

P2, P3, P4 and P5 all highlighted that local people and groups 'had a voice' (P4) in CWL from the beginning. These participants also said that the developers and council took local people seriously and 'it wasn't just about making sure that all the boxes were ticked in order to secure the permissions to do the regen scheme' (P5).

The intensity and time frame of the public consultation were impressive in terms of the council's and developer's commitment. There were visits to other new libraries such as 'The Gate' in Newham and 'The Idea Stores' in Tower Hamlets to help the community consider what they wanted from their building and service.

When we totted up all of the consultation responses we discovered we had something like 100,000 pieces of evidence (P5)

The consultation wanted to capture both users and non-users and did this by consulting in R and also at Southwark Park, which hosts events within the catchment area (P5). There was also an extensive schools consultation to work with CYP. After the initial phases community members had the opportunity to sit on the Canada Water Consultative Forum, alongside architects, funders and developers, throughout the build, where there was 'an open discussion around the table and the local community was a part of that'. (P6)

P5 was keen to stress that the consultation with the users of R was key as

'We particularly wanted those people to realise that the new library was for them, because there was going to be a lot of new users, and a much greater catchment area. There would be new communities there as well, but it would still be their library, so you needed to say what they wanted from it. (P5)

P4 felt that keeping the old community with them in the consultation was essential and that the consultation was 100% essential to getting the community on board with the CWL development. P2, P3, P4 and P5 all highlighted they 'built the design of the service around' (P4) the community consultation.

The extent to which the community felt involved was shown early when the planning permission got through first time, which P6 pointed out would be unusual for any scheme that was controversial.

Patterson (2012) suggests that public competitions and consultations give local communities ownership of their library and library services. This certainly seems to be the case with CW. Below (Figure 10) are two charts, one showing the breakdown of the population for CWL’s catchment area from the 2011 census and the other is the ethnicity breakdown of participant library users in the CIPFA 2012 survey at CWL

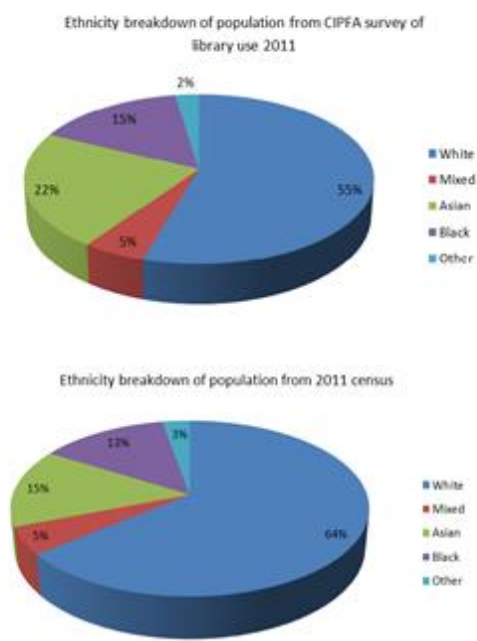


Figure 10.
Ethnicity breakdowns
From CIPFA Survey CWL 2012 and ONS

As you can see, these mirror each other. They do not show exact proportional representation, but they would suggest that CWL is attracting users that reflect its community.

Another key piece of data that shows how much patrons have embraced CWL is the overall satisfaction rating from CIPFA 2012 (figure 11).

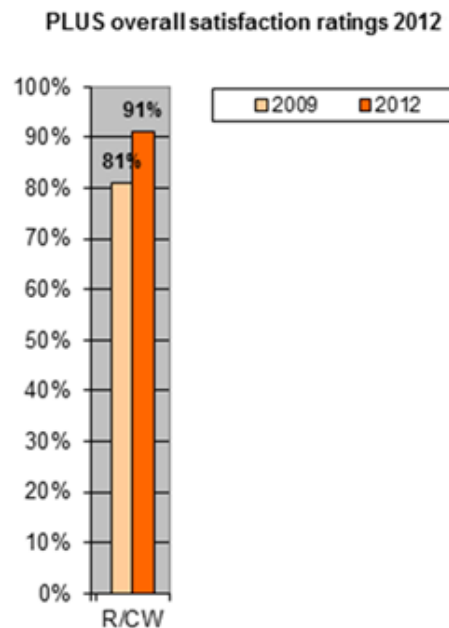


Figure 11.
Overall Satisfaction Ratings
From CIPFA Survey CWL 2012

Library users were 10% more satisfied with CWL than with R. P2, P3, P4, P5 and P6 all feel that much of this can be attributed to the consultative process and the fact that the 'synthesis' (P2) of the process resulted in the community getting a library where 'basically everything was there that [they] wanted.' (P3)

4.5 Events and Services

4.5.1 Programming

An important part of making CWL the vibrant community hub that all participants wanted for placemaking and community building is the programme of events it offers.

'We're not central London here you know. So to have a theatre space here is a really nice, quite exciting thing for everybody who lives locally'. (P7)

P1 and P7 both discussed how much 'trial' was involved in establishing the programme of events for CWL. Both suggested that 'educated guesses' (P1) were employed in initial stages and that through formal (statistics) and informal (anecdotal) feedback they reacted to community needs. For example if an IT session

was not utilized, but there was perceived interest for a different time in the week, the programme would be changed accordingly (P7). Similarly, P1 described how if a particular type of event, e.g. comedy, worked in terms of audience attendance then it would be included and built upon in subsequent seasons. P1, P4, P5 and P7 all expressed that 'audience building' for the full variety of events that take place at CWL was a long term and crucial goal to achieving the destination and community hub CWL was intended to be.

The spaces in CWL were also discussed by P1 and P7 in relation to programming. P1 spoke about the 'unique space' and how that determined some of the programming that could actually happen in the space. P7 spoke about the formal and informal spaces and how they lent themselves to different events. So a closed room for a book group could help make it feel like 'comfortable and quite a safe environment' to encourage people to talk, whereas with other services you want things to be more relaxed.

To have to ... come into a closed room if you're unemployed or seeking IT help is quite an intimidating thing to do. So for reaching the people who perhaps have the greatest need or perhaps are the least confident to ask, through lack of education – it's a lot easier to have a really big, nice, open space to make it very, very informal. (P7)

This flexibility was discussed by P1, P4, P5, P6 and P7.

Figure 12 below shows different events at CWL between November 2011 and May 2013. The variety and scope of these events allows for something to appeal to everyone. It also builds reputation about what CWL can offer (P1 & P7). The programming caters for different community needs and allows people to meet each other in high-intensive as well as low-intensive arenas (Audunson, 2004), allowing people to build their social capital through Bridging, Bonding (Putnam, 2000) and Linking capital (Aldridge et al., 2000). The programme helps to build CW as a new community.

The events that have taken place in CWL's six hireable rooms are not included in the table due to many being private hires but regular events in these spaces include

- Kinder music sessions
- Yoga classes
- Narcotics Anonymous

- Police victim support
- Tuition services
- Revenue and Benefits customer appointments
- Concessionary Travel customer appointments
- Adult learning sessions
- Family learning sessions

Number	Category	Description	Totals
1	CWL Child Events	Free library run events e.g. Baby and Toddler, Classes, Manga Club and Creative Writing.	968
2	CWL Adult Groups	Free library run events e.g. Book Groups, Poetry Groups and Creative Writing.	94
3	CWL Adult Learning	Free library run events e.g. ICT Training, Origami Sessions and Belly Dancing.	1179
4	CWL Volunteer Run Groups	Free community run events e.g. Mandarin Sessions for Children, Conversation Café for Esol and Bike Rides	127
5	CWL Tours	Free library run tours of the building e.g. Tours for library services, architects and the public.	50
6	CWL Author Events	Free library organised talks from Adult and Children's authors e.g. Ben Okri and Jacqueline Wilson.	33
7	CWCS Adult Events	Events in the theatre space including exhibitions, theatre, comedy, dance and film.	44
8	CWCS Child Events	Events in the theatre space including exhibitions, theatre, comedy, dance and film.	28
9	CWCS Community	Community meetings, CW Area Forums, Regeneration and other public consultations.	11
10	CWCS Rehearsal	Hire of the space for closed rehearsals for theatre companies.	31
11	CWCS Other	Conferences and private hires using the CWCS.	178
		Total	2743

Figure 12.

Canada Water Events

From Internal Documents

4.5.2 Partnership work

The events and services are built 'around trying to find partnerships to be able to deliver upon community needs' (P1)

The programme is diverse and delivered by CWL staff, local authority staff, professional partners, community partners and private partners. This results in an 'exciting and varied programme' (P5). Who is best placed to deliver on event or an aspect of the programme will very much depend on what is needed to meet community and aspirational needs.

P1, P4, P5, P6 and P7 all discuss partnerships which were set up to provide a programme for CWL. Some examples include

- theatre company to provide cultural programme for CWCS
- community led Mandarin session
- volunteer led Conversation Café for Esol learners
- Police surgeries
- Citizen's Advice Bureau
- The Reader Organisation for 'Feel Better With a Book' Book Group
- The Reading Agency for author events
- BLCQ for consultations on development.

Alongside traditional library services and a cultural and learning programme, P4, P5, P7 and P8 said that the 'intention from the off [was] that the library would be a shared space. That we would facilitate service delivery and provision by other people; CWL acted as a point for other services.' This access for the community to council services attracts yet another demographic to CWL and meets corporate agendas.

The openness of partnering with organisations who are best placed to meet specific needs seems very much engendered in CWL with a 'quite fluid and changing programme,' and working with partners to provide 'something that perhaps we couldn't have provided so easily' (P7), seen by P1, P4, P5 and P7 as something CWL does.

Vårheim (2007) suggests that increasing participation with voluntary groups can build social capital, and CWL demonstrates a commitment to working in this way.

4.5.3 Building Audiences

'Audience building' was discussed as a long term goal by P1, P4, P5 and P7 with acknowledgements that the catchment area for CWL was more than local (Figure 14) but that repeat community visits were also an important strand.

P1 suggested that, while most programming has been bought in or simply trialed to date, it has now entered a phase where that works and 'now it's time ... to layer more information on that from the community'. P1 is working on additional consultation/feedback tools to gather more information on this area. P7 discussed an awareness of local populations and revising that and if 'a gap' in provision was identified, would be specifically targeting groups, but added that that is not the case as demonstrated by Figure 10.

The programming as a regeneration tool in 'developing the night-time economy' (P4) of CW as an area was acknowledged by all participants. P1 and P7 discuss the importance of reputation in attracting different parts of the community to see that there is something for them at CWL. Mercer (2006, p.2) says that 'broader cultural resources, amenities and facilities are coming to be seen as a strategic urban asset'. P2, P4, P5 and P6 all acknowledge that while there is evidence, such as the developers building houses at CW, that no official survey on CWL's specific contribution to community or wider public perception of the area has been done, with P8 adding that this would be of value.

However feedback in terms of traditional issues and visits (Figure 13) alongside data for catchments (Figure 14) would suggest that both local and wider communities are using CWL.

	Total	Average per month	Average per month R (figures taken April 2009-March 2010)
Issues	589,942	32774	5615
Visits	694,529	38585	6566
New borrowers	15, 504	861	137

Figure 13.

CWL Issues, visits and new borrowers November 2011-May 2013

From Internal Documents

The volume of issues, visits and new borrowers demonstrate that CWL is attracting around 6 times as much business as R.

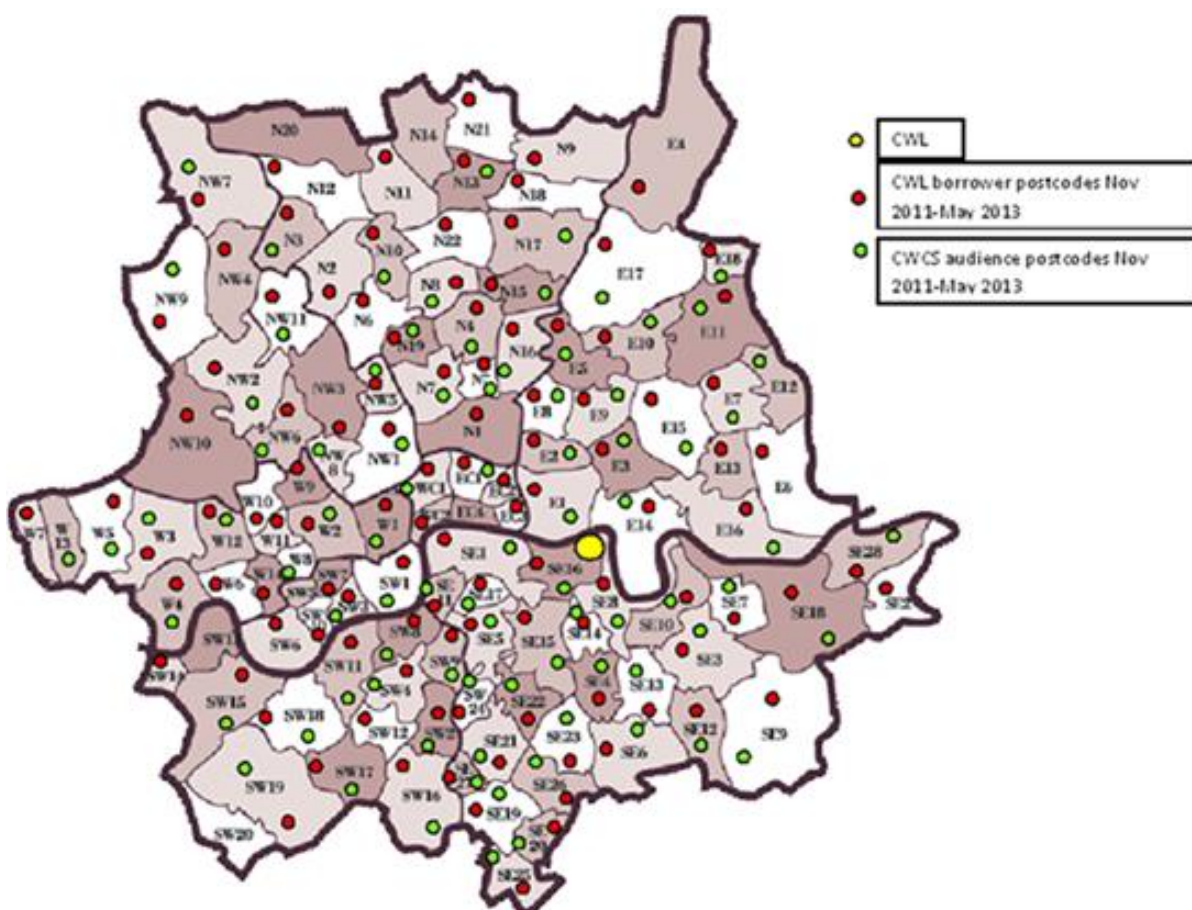


Figure 14.

Catchments map November 2011-May 2013

The London postcodes shown on Figure 14 account for 93.4% of the total borrower postcodes and 72.6% of the audience postcodes for CWL.

From this map it is clear that CWL is a destination for people from across London and beyond.

This does not capture people who are just using the space in the building but in a sample travel survey, conducted for adult users in 2 days in September 2012, a snapshot of 884 people using the library was taken and people from 68 different postcodes were recorded (Appendix G).

CWL% borrowers Nov 2011-May 2013	Postcode	CWCS % of audience Nov 2011-May 2013
52.80%	SE16	25.80%
10.10%	SE1	1.40%
9.20%	SE8	6.30%
4.90%	SE15	3.80%
4.10%	NO POSTCODE	14.10%
2.30%	SE17	
1.90%	SE5	0.80%
1.80%	SE14	2.50%
1.30%	SE22	2.10%
0.70%	E14	0.90%
0.70%	SE4	2.50%
0.40%	SE10	1.30%
0.40%	SE11	
0.40%	SE6	1.60%
0.40%	SE13	2.00%
0.30%	E2	0.30%
0.30%	SE18	
0.20%	E16	
0.20%	E1	0.80%
0.20%	E3	
0.10%	E6	
0.10%	E13	
0.10%	E7	
0.10%	SE12	
0.10%	SE7	
0.10%	E15	
0.10%	E11	
0.10%	E17	
0.10%	CR0	
0.10%	E8	0.50%
	SE23	2.00%
	SE26	1.30%
	SE20	1.00%
	SE3	0.90%
	E5	0.80%
	BR3	0.70%
	N4	0.50%
	W12	0.30%
	Blank	0.70%
	SE9	0.60%
	N1	0.40%
	SE19	0.40%
	W4	0.30%
	SW4	0.30%
10899 actual borrowers		3422 actual tickets

Figure 15.

Top 30 postcodes for borrowers CWL and audience CWCS November 2011 – May 2013

The table (Figure 15) demonstrates that 52.8% of people who borrowed books from the library came from the direct catchment area with a further 25.8% from bordering postcodes. The audience for CWCS was markedly different with only 25.8% of borrowers coming from the catchment area and a further 14% from bordering postcodes. This shows CWL serving local people as well as drawing people to CWL from further afield with the different activities that happen in the building.

4.5.4 Participation

P3, P4 and P5 discuss that one of the major things the community wanted from CWL from the initial consultation were participative opportunities, specifically for younger people. P3 highlights that children have nowhere to go and nothing constructive to do.

P3, P4 and P5 discussed participation as a key element to building the CWL programme and P1 specifies that there are two current strands of work. P1 discusses that 'supporting local emerging artists [is] one thing that we're working on to be the new stream of the programme for 2013'.

P3, P4, P5 and P7 mention that there have been both 'anti-social behaviour' in the CW area and noise and behaviour issues in CWL with teenagers. Part of the programme that is currently being developed is a supportive music programme for teenagers.

there've been problems with the teenagers, rowdy at one particular time, therefore we need something to focus them so there'll be other projects that will be going on like there's going to be the music on the computers where they can actually create music themselves, which is a really nice project for them and it's something that will help fulfill one of our local needs which is keeping them occupied because they don't have anywhere else to go and keep occupied. (P7)

P3 also mentions positive benefits to CW community relating to participation in CWL space and events.

'The way I look at it is, it was something we needed here, so it's brought all the community together. ... have a lot of trouble with kids on the street round here and this helps with the anti-social behaviour as well. You know, all my people who live from one side of the borough to the other side all say how good it is because all the kids meet together and it helps to break down these barriers. You know you get kids from that end of the borough and this end fighting and arguing and god knows what but when

you come here it doesn't make no difference which area you come from, you're in the library. You're working for something, you know, you're studying or one thing and the other. So really, it does help. It brings kids together. And we've all said the same thing.' (P3)

Chapter 5: Conclusion and Recommendations

The aim of this research was to examine stakeholder perceptions of the role and impact of CWL in community regeneration. This research has met its aim by conducting a case study on CWL and collecting data from stakeholder interviews and a variety of secondary reports about CW and CWL.

It has explored in some depth the stakeholder perceptions of community building and regeneration in relation to CWL and looked at extensive literature in the areas of focus.

All stakeholders expressed positives about the contribution CWL had made to placemaking and community building.

There was a feeling from P2, P3, P4, P5 and P6 that they were proud of having been involved in CWL and working towards establishing it as the hub of a new town centre. P4 stated that it has 'met my aspirations and it's a complete privilege to work on something so wonderful'. This was reiterated by P5.

'[CWL] is truly a synthesis of need, desire and design that is very clever and very effective'. (P2)

P2 and P6 felt that the awards and media coverage that the building received were testament to CWL having 'exceeded expectations' (P6). With the ongoing developments being evidence it had played a part in establishing a new town centre.

P1, P3 and P7 took the view that their main aim was around education and events and they could see CWL 'had an impact on the people.' P4 also expressed that 'real people's lives are changed by the positive impact of using their library'.

The visitors and usage were offered as showing how people had embraced CWL. But although stakeholders felt CWL had made a difference to CW as a regeneration prospect none of the stakeholders were aware of specific evaluation of data related to area-livability specific to CWL.

P3 and P8 both took a long view of CW as an area and expressed that the only way CWL had not delivered enough for them was in local history provision in the building.

Overall, participants viewed that CWL had achieved placemaking and community building but suggested that 'this style of work around trying to build the community

needs to be planned very strategically and have a very long vision' (P1) and that it would be a 'long haul [that would be] worth it into the future.' (P4)

Evidence points to culture-led regeneration projects 'refresh[ing] the local soul as well as the local economy' (Ward, 2002). From the qualitative and quantitative evidence examined this seems to hold true for CWL.

Library buildings have become important regeneration tools (Skot-Hansen et al., 2012). The buildings themselves are attributed with social and economic regeneration but 'evidence of how far flagship and major cultural projects contribute to a range of regeneration objectives is ... limited' (Evans, 2005, p.959).

The spaces and programmes allow 'low-intensive meeting places where we can see one another across the high-intensive arenas on which we engage' (Audunson, 2004, p.430). Libraries are 'trusted, safe and constructive public space where people can make connections with each other that may positively affect the community as a whole (Johnson, 2012, p.61). But measurement of this and details of the direction of causation between libraries and social capital is not definitive (Fergusson, 2012, p.31).

While the evidence gathered in this research adds to data on this under-researched area and provides some qualitative evidence much called-for in the research (Aabø & Audunson 2012, Johnson, 2010), assessment and evaluation seems to be from multi-sources and are used to examine specific elements of the project rather than a specific measurement of CWL's impact on the regeneration of CW. This could be an area for further research.

Overall the evidence suggests that in CWL stakeholders were satisfied with the library's' role in placemaking and community building. It also suggests that the relationship between libraries in culture-led regeneration and community-making is a compelling one.

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Appendix A

E-mail Invite to Interview

Subject: Interview Request

Hello

Thanks for agreeing to be interviewed for my dissertation.

I'm basically looking at Canada Water Library's role in building the community around Canada Water in the regeneration the area is going through.

I'm taking a really wide view, so everything from the initial stages of stages of consultation right through to what CWL is and is doing now is of interest to me in terms of the regeneration and how the new community is being built. I'd love to talk to you about the aims you had and your perceptions of how the library has contributed to community regeneration.

Would you be able to be interviewed on the 2nd July? I can do anytime that would be good for you, either at Canada Water or I can come and meet you wherever is convenient for you. The interview will take around 45mins - 1 hour.

Let me know if that's a good date for you.

Look forward to talking with you.

Thanks again for doing this,

Nuala
Nuala Graham
Librarian

Appendix B

Checklist/Interview Schedule

Possible questions

Could you tell me about your role in the CWL project?

What are/were your aims and ambitions for the library?

Why do you think a library was chosen as the 'heart' of this regeneration scheme?

Who funded CWL (and why)?

How did you think the library could/does contribute to community regeneration?

How did/do you consider the community (past, current and future) in your decisions?

Did/do you consult the public?

Why choice of architect/Why 'landmark' building? (did community have input)

How do you think the architecture has contributed to community building?

Was it important to have a civic space at the center of the project? (and why)

How does the space(s) help to build community (events/aesthetics/low intensive)?

Were the events and activities that would happen in the building decided/discussed in advance?

How do you programme events?

How do you think what happens in the library builds community?

What was the public perception of this area/their community before and after the library?

What feedback have you had from the community on how the library has affected them?

How has the library contributed to the project of building a town center?

What do you think the main role of the library is in building a new community?

How does the library help to build a new community?

What do you think the future holds? (the future role of the library in the regeneration of the area)

How has the library met your aims for community regeneration?

How do you measure the impact of the library on community regeneration?

Areas of Interest

Role of libraries in regeneration	Icon Placemaking Community revitalisation	Innovate reflect needs of community civic pride	
Social capital	Bridging Bonding linking	Wellbeing Social and economic health Liveable area	
Spaces	3 rd Places Design Layout Iconic Location Co-location Multi use rooms	Flexible Future proof Local identity Local services Build community democracy	
Programming	Education Recreation Cultural civic	Affordable Local participate Wellbeing Local history Boost identity	
Places	People	Partners	Programmes

Probes

Repeat what they say as a question

Uh hu

What makes you say that?

Could you explain further?

Please tell me more

Appendix C

Purpose Statement for Interviews

To be read to participants before interview

Thanks for agreeing to do this interview. It's part of my dissertation project for my master's degree in information and library studies.

The purpose of the interview is to find out about your views and experiences in the Canada Water Library project.

In the plan for the area, the library is seen as a project to 'improve civic facilities in the town centre and to give the area a new heart'.

I'm interested in your aims for the library and your perceptions of the role and contribution the library has had in community regeneration.

The interviews are all private. Your name won't be used in the final report. The report will be used academically and be available to Southwark Libraries management.

I'm hoping that you can tell me about your role in the project and your ambitions for how it would build community and how it has measured up so far really as a conversation rather than as me asking lots of questions – so just keep talking and I'll let you know if we need to cover anything else.

When I type up the notes I'll send you a copy so you can check what you've said.

To save me taking notes I would like to record the interview, is that OK? (Notes taken if not OK)

Appendix D

Interview Transcript P5

Stakeholder Interview 26.06.2013

Could you tell you about your role in the CWL project?

When I came back to Southwark in December 2005 that was the big task that needed to be delivered. So, we had nothing. We were starting absolutely from scratch with a blank piece of paper and one of the first meetings I had was with Piers Gough, the architect, ----, the then director and ----, who worked as head of the culture service then, but left a few years ago and some of Piers' team. We were talking in very broad principles about the sort of things that we'd want from the building including flexibility, so we could use the same space for different activities through the course of the day, lots of places where people could study either formally or informally, lots more space to display more stock as well as all the things you might expect from the library, we wanted space for cultural activity to take place. But not just for people to come and watch. For people to come and participate as well, so music, dance and drama, readings, all that kind of thing. So I suppose my initial role was visioning for the council and writing the first technical spec for the building, which was quite interesting right down to the list of furnishings and how many knives and forks we'd have! I thought it was a bit dry to give that to the architect. The specification would be checked by the architects anyway but it didn't give you the idea of what the library would really feel like. After our initial meeting I realised that Piers was a more a feelings type person, than a facts and figures person. So I wrote him a story 'A day in the life of '. It followed one full day showing the range of activity that could happen in the building and who might participate. I scheduled a full 24 hours, because at first we took a "no holds barred" approach such as having 24 hour opening. You start there, don't you, and then you pare back to fit what is possible. So that was the first step and then to begin quite serious public consultation. They're had already been consultation for the regeneration project at Canada Water before I came back.

And can I ask you just one question about that. When you came in you said that the architect had been decided and it had been decided to be a library – do you know when or how those decisions were come to?

Yes. That came out of the consultation of the overall regeneration project for Canada Water, which was led by regeneration colleagues in conjunction with British Land Canada Quays (BLCQ), who were the developers. Major developers often have a community engagement person and we worked with ----- from BLCQ. ----- is excellent, and BLCQ were serious about community engagement - , it wasn't just about making sure that all the boxes were ticked in order to secure the permissions to do the regen scheme. So, working with ----- we did a much more detailed programme of consultation with lots of people becoming involved. Some of it focussed on old Rotherhithe Library including some very detailed work. For example, doing vox pops at the under 5s and the Bookstart sessions there, including trying to get some of the younger kids to say what they liked about the existing library. We also worked with the parents to try to capture their ambitions for the new library, but also so that we did not lose the good things from the old one. We particularly wanted those people to realise that the new library was for them, because there was going to be a lot of new users, and a much greater catchment area. There would be new communities there as well, but it would still be their

library, so you needed to say what they wanted from it. Part of this was to arrange some visits so they could see facilities elsewhere. With youth service colleagues, we took a group of young people from Rotherhithe, including some with challenging behaviour to The Gate in Forest Gate in Newham, which was a new library. On Friday evenings, The Gate closed at 5.30 and then opened again from 6 to 8, or beyond and it was taken over by young people who put their own programme together and managed the funding for it. Activities included DJ workshops, a study support element, a room where they could do dance and other activities. The strap line was 'enter the gate 6 to 8'. So we took some young people from Rotherhithe there, including several who had given us a lot of trouble at Albion Street, to talk to the young people at Forest Gate, see if they liked what was going on and then used their feedback. We also took a group of parents from Rotherhithe under 5s session to Whitechapel's Ideas Store to have a look around there and just talk to the customers there and get feedback. So this was a slightly unusual approach to consultation but proved interesting and sparked people's imagination. We also did all the things you would expect, so lots of surveys about what people wanted, including quite detailed stuff so 'if we're going to do courses, what would you like to do a course on', as well as what activities would they like for children, what would they like to see in the culture space, etc.? Much of this took place at the Southwark Park Event where you've got that big captive audience of people from the catchment area. Also almost every Rotherhithe Community Council meeting for about 4 years had a slot about the library. Initially I did them, sometimes with someone from regen, sometimes by myself and we would show them architects drawings, get feedback on them, do "a day in the life of" with them, update them on progress with construction, etc. That was a really good process to go through and it meant then that all of the local councillors they were fully updated regularly then as well, so that was good. Similar activity was undertaken at the Canada Water Consultative Forum – a group set up to enable community engagement on the wider regeneration scheme.

Some of the issues that came up were about increased traffic in the area due to people from a wider catchment wanting to use the facility or concerns about the potential for groups of young people to congregate and perhaps cause a nuisance. The consultation allowed us to address these issues, sometimes in practical terms by re-considering elements of design or working with traffic control colleagues to mitigate potential problems. At other times we had to face things head on and say "yes, there will be lots of young people coming here and there will be programmes and services for them to engage them in positive activity". We also did lots of work with schools. ----- did much good work with schools around the Rotherhithe area including with Bacons and COLA. This included work with the pupils and with the school librarians. When we totted up all of the consultation responses we discovered we had something like 100 000 pieces of evidence.

In terms of design decisions, there were some sometimes, tedious, turgid, boring, difficult stuff with, many meetings going through designs over and over again particularly in relation to the value engineering. This was because going through the first set of designs, second, third, fourth and so on the library was costing money than we had in the pot. So, then you have to look at the finishes, consider taking some features out, etc and then you realise it's not that easy because of you take *this* out then *that* doesn't work anymore, so you have to move everything round and there are costs around redesigning everything as well. You have to be conscious all the time that you're not saving a small amount in one place that raises a larger cost somewhere else, especially once you've broken the ground. This took a very long time, partly because of the difficulties of the site which has the tube underneath, the water at the side and is a very tiny space really. There was some really hard

work to do to keep lots of very senior people on board some of whom had some worries and concerns and who needed very regular briefings and reassurance. There were also some concerns that the library might be under-used and that people wouldn't come, but I was convinced that they would. All of the consultation showed that people really wanted this, they wanted something a bit different and that this was something that the area desperately needed, so I needed to advocate for the library, take the flak from people who were concerned or opposed and just keeping things on track.

So it certainly wasn't easy, but it was definitely worth it, more than worth it.

So in terms of community building, as it says in the regeneration plan that it is supposed to be the heart of a new community, you've talked a lot about how the community fed into the process, which is brilliant. Why do you think it was a library that was chosen and how do you think it contributes to that community building process?

Looking back at the work regen colleagues did around consultation on the whole development project, the first lot of consultation was very open about what sort of things people would you like to see. Alright, there will be lots of new housing, but what do you want to come with it? A new library was the thing that people asked for more than anything else. People wanted youth provision, they wanted places to go, but that word library was top of the heap of things that people wanted.

What is interesting about that is that the people who were especially keen on a library, Barry and his group, had interesting ideas about what it should contain and weren't constrained by traditional ideas. They had a vision for what this library would bring them. They wanted the books and the IT but they wanted a place where the community could be brought together formally and informally. They wanted a kind of living room, lounge type space and then the more structured study space and the culture space was also something that they were asking for. They didn't call it that, but they said 'we want a place to go where we can get our books, we can ask our enquiries, we can use the internet for free, and where we can come and rehearse music if we want to, can see a play, have something to eat and we don't want to have to go to loads of different places to do it.' So the answer is a library.

And the library has fulfilled that role. When I take visitors around now, I like to watch them when they see who's actually in there and who is sitting where and beside who. Because if you walk around there you'll see people sitting next to each other who you might not find having space anywhere else. So you might find an old white man sitting at a PC with a woman in a Burka using the next terminal and people from different ages and backgrounds happily sharing the space and easily interacting too. Of course, we have some behavioural issues from time to time but it isn't really about these kinds of difference. I think it's quite interesting. If you open something called a community centre that sometimes becomes dominated by a particular group or section of the community, that doesn't seem to happen in libraries. So I think that's how it is a community building, yes, it's a library but it's also a place where you can go and it's free and it's safe and it's open a lot and it's comfortable, what more could you ask for really?

So, in terms of your own personal aims, what was your own, sort of personal, what you wanted it to be? And were there any restrictions on your personal aims for it?

Well, we were spending a lot of money and I doubt we'll ever get the chance to spend that money again, not in my working lifetime. So what I wanted was a great building where people would want to come and they would be attracted to the building itself. And that building would be loved and cherished and maintained by the council. We've had new libraries before and we haven't looked after them as well as we should. It would be a place with a great product, with fantastic stock because that is still the thing that most people come to the library for. I know loads of people have a kindle and loads of people use eBooks, but the vast majority still come either to borrow books or to use them in their studies. It would have really good use of self-service, not to have it in there as something that cost us a lot of money and only gets used half of the time. (You remember all my whinging and whining if the stats fell down, but that's because we had a point to prove with that as well). It would be a place that people would love and want to come back to, would feel it was theirs, would capture most if not all of the people who used to go to Albion Street, but also somewhere that all of those people who've lived in Rotherhithe for a long, long time who thought Albion Street had nothing for them would think now 'this is something that I can use'. It would be something for the Council to be proud of as well because we delivered what those people had been asking for that offers support from good, trained staff. It would also have a really good programme in the Culture Space which would attract more and more people., so tell me if I'm wrong, I haven't got a three word response.

That library, for me is the culmination of all the things I've learned over more than 30 years in libraries. Not many people get the opportunity to do something like that. So many other people, who have our jobs elsewhere, would give anything to be able to have this. In a lot of cases they get a building and not much to put in it. Well we got an amazing new stock as well. I have been privileged to have been able to do it.

In terms of the architecture then. How come you went for, for want of a better word, iconic architecture? Why and how do you think that has?

Ok, well, that wasn't necessarily the intention although there was political interest in providing an iconic building as the anchor scheme for the regeneration. The library was to come before much of the new housing so that the new community would have facilities ready and waiting for them – facilities that would make a statement about confidence in the new area. But there was also a very practical reason. Piers likes to say this when he's talking about it. We gave him a spec that asks for things that you would never have fitted onto the original footprint and the only way to get all of that onto that space was to have that this unusual upside down pyramid kind of thing that grabs more space as it goes up. And there were concerns about the buildability of it given that we were building on top of the tube and adjacent to the water. About a week before we opened we had a major steering group meeting with maybe 30 people attending and we started hearing this glug, glug, glug sound. It turned out it was somebody's ring tone and ----- our Director said, "Phew, I thought we were sinking into the dock for a minute". But that's how worried we were about the buildability of it. And there were other really practical things to resolve such as how are we going to clean the cladding or the windows that hang over the water.

We had given Piers a demanding specification and told him we didn't want five or six floors because of the extra staffing costs this would involve. So I think that's how we actually go to it and then people actually quite liked it. Some people did worry a bit because people are very conservative about architecture but by in large the response has been pretty good. And it's won design awards too.

And then for the community themselves. Did you ever done any evaluation work, or how do you, in terms of how they felt about the area beforehand ad how they feel about it now, because this was the first thing really to go in.

The council has a tracker survey where they ask about particular services and sometimes about how people feel about the area they live in. So, you would be able to look at what the council's tracker survey said back then about it being a good place to live as compared to now. But that's all I think. We do things like PLUS and CPLUS that are specifically for the library to see if people's expectations have been fulfilled, and what use they make of the service. They are more satisfied now. Although y, it gets harder and harder, doesn't it, to maintain that level of satisfaction because we've created a much greater expectation now. That's part of the thing about regeneration, raising people's expectations so that they demand and strive for something better. So that's good. It gets difficult to sustain those very high levels of satisfaction, so you have to up the ante, don't you. So you keep doing new things with the stock, you put on more events and we squeeze any more opening ours. Things like that I will ask in regen, if you like, to see if they've done anything else because I would be interested to see stuff about the wider area. Some of it is still a building site of course.

Did you implement everything that the community wanted in the building or is there something that you thought they had that was brilliant....

There was some stuff. Early on from the very established community there was an idea that we should have a museum of docklands on the top floor. We didn't think that was a great idea for two reasons. First if you stand on the roof of CWL you can probably see the museum of docklands, it's just on the other side of the water in Wapping and they have a huge collection. What would we have to put in it? And second, very practically, given all of the other very active things that the community wanted, we would have needed another floor for a museum, which would have been even more costly. So we didn't do that but what we did was to make sure that there were references to the history of the area in the library. So there are those very nice panels on the study floor. We said also that we would make sure there was a good collection of local history materials and kept that promise.

People asked for a book drop. I'm not very keen on book drops because people drop other things in (!) , so I think we decided, we've got very long hours, there's always things you can do electronically nowadays to renew something and I don't think anybody has complained, have they?

No, we haven't had much problem with people wanting to return things outside of the hours we are open.

It seemed like a very old fashioned idea.

What do you think has been the most successful aspect of the building in terms of it building that community, which is obviously the old community and the massive amount of new build stuff going on?

So, what do I think is the most successful thing about the library in terms of bringing the communities together?

Probably the stuff that we do for younger children which brings together many different parts of our community including long established Rotherhithe families whose children experience the library alongside the children of our burgeoning and largely middle class Chinese community and the whole range of other people living in the area. It's a much more diverse audience than it ever was before, not just in terms of ethnicity but social class well. And the fact that this seems to be able to take

place without any kind of issue or friction or anything and that's got to be good hasn't it, for the future really because those kids are all going to grow up knowing each other.

There's also that link to learning, education and attainment that we know about for the future and Southwark still struggles, terribly, in that area. Our young people are going to be used to using a stimulating, exciting space and that's what they're going to expect a library to be like. So hopefully they'll be advocates for libraries in the future.

There is also something about the general wellbeing of the community. The people are less isolated, there's a place to go, there's people to talk to. It sounds very simple, doesn't it really? But I think that's a really hard thing to deliver and to design services for.

Anything for the future – I'd love to do a few more opening hours which may be very difficult given the revenue situation, but I think we could. I'd love to have a longer Sunday. I'd love to be open Saturday evening because I think you'd have lots of people in. And I'd love to sort out evening opening for the café. That might be mission impossible. But there's those little quality things that could make it even better.

Appendix E

Extract of Ordered Interview data

Did it meet your aims for community building?

P1	Not yet..... because I think this style of work around trying to build the community needs to be planned very strategically and have a very long vision. I think it's something that will take at least five years to really get anywhere. So I think it's a long time in the making to kind of really get it absolutely bustling with very full engagement members of the public and a very strong programme that's on-going. So I think we're on the way but I don't think it happens as quickly as where we're at this moment in time.
P2	Yes, it has hit every spot really, I think, Yes. My aims were to deliver a really good building that has impact, and it has. It has won two awards
P3	Oh yes, very pleased. Yes, I'm very pleased with it because I can see it's had an impact on the people that I know. Don't forget, this is becoming a very rich area and there's a big divide between council tenants and the new people moving in we've got people who are on the poverty line and very rich people who live just over the wall from the council estates what it is that, when you tend to live on a council estate people tend to forget you. They don't really worry about your needs, as I've found out lately. But the thing is it's in need of as much education as possible to be able to line up with the people who've got good education for these jobs, you know But it's doing its job at the moment. I think I can say, with all honesty that the local people who I represent are very pleased with it. Otherwise, as long as we keep updating all the computers and things like keep up with the technology and the books are changed regularly. Because a lot of people say to me, 'I've got to go in the library, but I've read all them books', you know. You know, as long as it's like that I'm quite happy. It's fulfilled its part in the bit that I really wanted looking at which was education for people who live in social housing. You know the people who, shall I say, the people who are less well off, you know, who could come and instead of having to buy computers they could use a computer. But once again, as I say, the funny thing about that complaint was when they said that they couldn't get in here because it was too busy. Well surely that shows the council that it's working, you know.
P4	My aspiration, vision was to actually make that a reality and I think we're very fortunate in the team of people who managed that project that everyone shared that vision and Piers and his team in particular had a vision about the building which from drawing to finished product never really wavered – that is what we got and Piers Gough was very clear that he needed to maximise that building in terms of public space to make sure he could actually accommodate all those different things that the council and community wanted to do with it. Yes. Though I would say that, wouldn't I. Because I get very tired and emotional about it because I've spent so much of my life on it and to me it's a complete privilege to work on something so wonderful, you know, in 33 years of work, it's part of my career resume now to say that I was involved in that project and to me it's a fantastic thing. So I am very precious about it because I do think it works. I think it's a huge testament to Southwark Council that over a long period of time, in the middle of a massive recession they have stuck with their regeneration because they know it will make a difference. It will make a difference to the

	<p>borough and to the people who live here and it has met my aspirations. We can always do better, and we know that, there are things that we need to work on but in the main, I think, nearly two years on I think it's a fantastic resource. I really do.</p> <p>So I wrote him a story 'A day in the life of '. It followed one full day showing the range of activity that could happen in the building and who might participate. I scheduled a full 24 hours, because at first we took a "no holds barred" approach such as having 24 hour opening. You start there, don't you, and then you pare back to fit what is possible. So that was the first step and then to begin quite serious public consultation. They're had already been consultation for the regeneration project at Canada Water before I came back.</p>
P5	<p>We were talking in very broad principles about the sort of things that we'd want from the building including flexibility, so we could use the same space for different activities through the course of the day, lots of places where people could study either formally or informally, lots more space to display more stock as well as all the things you might expect from the library, we wanted space for cultural activity to take place. But not just for people to come and watch. For people to come and participate as well, so music, dance and drama, readings, all that kind of thing. So I suppose my initial role was visioning for the council and writing the first technical spec for the building</p> <p>Well, we were spending a lot of money and I doubt we'll ever get the chance to spend that money again, not in my working lifetime. So what I wanted was a great building where people would want to come and they would be attracted to the building itself. And that building would be loved and cherished and maintained by the council. We've had new libraries before and we haven't looked after them as well as we should. It would be a place with a great product, with fantastic stock because that is still the thing that most people come to the library for. I know loads of people have a kindle and loads of people use eBooks, but the vast majority still come either to borrow books or to use them in their studies. It would have really good use of self-service, not to have it in there as something that cost us a lot of money and only gets used half of the time. (You remember all my whinging and whining if the stats fell down, but that's because we had a point to prove with that as well). It would be a place that people would love and want to come back to, would feel it was theirs, would capture most if not all of the people who used to go to Albion Street, but also somewhere that all of those people who've lived in Rotherhithe for a long, long time who thought Albion Street had nothing for them would think now 'this is something that I can use' . It would be something for the Council to be proud of as well because we delivered what those people had been asking for that offers support from good, trained staff. It would also have a really good programme in the Culture Space which would attract more and more people., so tell me if I'm wrong, I haven't got a three word response.</p> <p>That library, for me is the culmination of all the things I've learned over more than 30 years in libraries. Not many people get the opportunity to do something like that. So many other people, who have our jobs elsewhere, would give anything to be able to have this. In a lot of cases they get a building and not much to put in it. Well we got an amazing new stock as well. I have been privileged to have been able to do it.</p>
P6	<p>Well our ambition was really to create a building that was not only going to meet our client's requirements but exceed them, if that makes sense. We wanted to create a jewel, a freestanding object, something that would sort of instigate the regeneration of the whole area. It was part of a larger master plan and the different phases of the master plan were staged so that things were actually started being built a bit earlier than Canada water but it kind of got slotted in between the different phases of construction of other buildings around.</p>

	<p>And we wanted the building to be quite unique. We wanted it to be a beacon, sort of, of what the local authority and the local community wanted Canada Water to become. We wanted to create a new hub, a building where you wouldn't just happen to bump into it because you sort of happened to be in the area, but it would be a destination in its own right. And obviously we needed to fill the hole of the previous library that was closing and the intent was to build a bigger, more well organised, more well-structured facility to accommodate the different needs of the librarians and of the local community. And it wasn't just the library alone that we needed to create. We wanted to create a community centre, hence the performance space within the building, which would also function as a cultural and arts centre for the whole community and which would, in a way, also assist Southwark by bringing in a little bit of revenue. So it was sort of like – everyone got a good deal out of it in that sense. So yea, that pretty much sums it up.</p> <p>Unfortunately not so much before, but I have had a lot of feedback for after. Mainly through the client team who were incredibly enthusiastic about the sheer numbers who were coming in from the opening day and from what I know and from what I've seen myself from every time I've visited the building for whatever reason it's proven to be quite a big success with the local community. It's always packed to capacity. Pam has been telling me that the books were flying off the shelves and that they've just been, they expected it to be quite successful, like other libraries in Southwark, but they just didn't expect the sheer volume of how successful it was going to be. And I think, in that respect, it did exceed expectations and I mean it keeps on coming. We've got numerous nominations for awards and it got publicity both locally, but also, sort of, nationally. So in that respect we think that the public really embraced it.</p> <p>I think it exceeded them, to be honest with you. My aim and my, sort of, expectation was to produce something that met my clients' expectations and we've achieved that and I think we've gone a step beyond that by producing a building that was not just a success, sort of, commercially, in a way. It really became a centre for the community and it's just a sheer joy to go in and see how the different areas are used and how, and just see the variety of people who are visiting the building. People from all ages, like from babies to retired people that are just there from all opening hours, from the very, very early hours to very, very late. And in fact that is what we were trying to do initially; our client team was telling us that the idea was to have the library open 24 hours in the day, which was going to be incredible, and we, sort of, designed it in a way which it could accommodate that, if that was actually decided to be implemented. By having CCTV and having a separate entrance for a security guard. And in the end it just became a little bit difficult to implement that financially, but that would have been amazing to have a library open, or a community centre open for people to visit at whatever times of the day or the night they needed to. So we pretty much feel it's done that.</p>
P7	<p>. So my job title is skills for life officer so that involves all kinds of literacy, numeracy English language, ICT skills and, kind of, wider aims involving, like, job hunting, health, the community. So those are the main aims of my team. What we were looking to do here especially, because it was new, is to really draw people in and get people using as wide a range of services as quickly as possible. We've got a focus on adults rather than children. So initially it was just letting old customers know that we were going to be moving over here and doing a kind of celebration at the old library, in order to promote what we would be doing once we got here and then once we were here attracting new people to come and use the services</p>
P8	<p>Yes, yes, very much so. The only thing is, you know it has won prizes for its community building and someone has written a book which was launched here, I didn't bring it with me but I've bought a copy of it, the Warpole book, which describes how it meets the needs of the</p>

	<p>community and how it does that through how it has been designed. And how the architect wanted to design something which achieved the purpose of the building, I mean, we joke sometimes that maybe it ought to have been bigger, which you know, we can't really say that. It is a big building for a library, but it serves all sorts of other purposes. And with having the community space, which I hope is very well used for lots of things, and I think if it isn't we need to look at that, and having the café – very important to have space where you simply say 'where shall I meet you?', where shall we have a cup of coffee, where can we sit and look out on the water?' then it's the café, and I think that is important. A welcoming front desk with information immediately available there so that you know where you are when you get to the library and of course the study space and the children's area, both are very important. And we do have every facility for people with disabilities, so we ought to be able to attract people with quite serious disabilities and with carers who can come along and use these facilities because they are all accessible for people and I hope we are using those as well because they are an opportunity that we need to really maximise.</p>
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Appendix F



COMMUNITY PROFILE FOR CANADA WATER LIBRARY

Highlights

1. The overall population around Canada Water Library is generally older than is typical across the borough (4.9% lower for under 19s and 8.2% higher for ages 20-44)
2. The Ethnicity of the population around CW is very different from the overall figures for the borough – White: 10% higher, Black:13.4% lower and Asian: 5% higher
3. The number of people educated to degree level or above is 6.4% higher than is typical in across the borough
4. Over all in Southwark 5% are JSA claimants, however locally that is reduced to 3.7% (broken down further this figure is 5.1% for Rotherhithe ward but just 2.5% for Surrey Docks ward)

Rotherhithe and Surrey Docks wards used for results

Population (2011 estimate)	Resident population in your area	Southwark
Total	27,178	288,283
Males	13,614	142,618
Females	13,564	145,665

Age Structure (2011 estimate)	% in your library area	% Southwark
0-4	6.4	7.2
5-14	7.8	10.3
15-19	3.9	5.5
20-44	57.9	49.7
45-64	17.4	19.5
65+	13	7.8

Religion (2011 census)	% in your library area	% Southwark
Christian	51.8	52.5
Muslim	5.8	8.5
Hindu	2.3	1.3
Sikh	0.3	0.2
Jewish	0.3	0.3
Buddhist	1.9	1.3
No religion	29.4	26.7
Any Other Significant Group		

Ethnicity (2011 census)	% in your library area	% Southwark
White	64.2	54.3
Mixed	5	6.2
Asian or Asian British	14.5	9.5
Black / Black British	13.4	26.8
Other Ethnic Groups	2.9	3.5

Household Composition (census)	% in your library area	% Southwark
Pensioner Household (2001)	4.1	5.1
Lone Parent Household with Dependent Children (2011)	8.6	10

Qualifications (highest level attained – 2011 census)	% in your library area	% Southwark
No qualifications	14.7	16.3
Level 1 - GCSE	8.1	9.4
Level 2 – 1 A Level	8.3	10.2
Level 3 – 2 or more A levels	8.5	10.5
Level 4 / 5 – degree / postgrad	49.5	43.1

Employment status (2011 census)	% in your library area	% Southwark
In employment	58.5	52.1
Self-employed	9.4	10
JSA claimants (Jan 2013 - nomis stats)	3.7	5.0
Student	6.3	7.4
Retired	4.9	5.8

First Languages Spoken by Pupils at Schools (MIA Southwark Children Services 2008)	% in your library area (based on 2007 Primary School spreadsheet)	% Southwark
Top 10 Languages		
English		
Yoruba		5.5
Spanish		2.8
Bengali		2.5
French		2.4
Portuguese		1.2
Somali		1.5
Akan (Twi/Asante)		2.4
Arabic		2.0
Igbo		1.2
Chinese		1.0
Turkish		???

Limiting Long-term Illness (2011 census)	% in your library area	% Southwark
	11.8	13.6

Any other information – description of local area, active groups, anticipated changes which may affect service provision etc.
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Appendix G

Extract from Canada Water Travel Survey

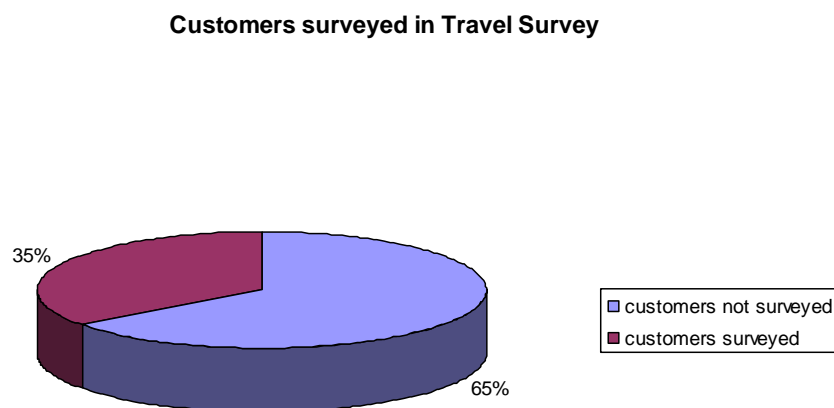
Canada Water Travel Survey

As part of the planning process for Canada Water Library we were required to undertake a survey of how customers travel to the library. This was undertaken on Thursday 27th and Saturday 29th September 2012 to get an average of both a weekend and week day.

See Appendix One for a copy of the survey.

The survey was carried out by volunteers who gave out the survey forms to customers as they entered the building by the foyer. Over the two days we collected 607 completed questionnaires, which relates to 884 customers. Our total visitor count for the two days of the survey was 2513. This figure is collected by an automatic counter on the entry gates to the library. The survey was only given to adults. Children who were not accompanied by adults were not surveyed, although because of the question relating to the number in the party some of the information will relate to children. We estimate that 45% of our visitors are adult. We can therefore say that 35% of all our customers were included in the survey and a much higher figure for adults.

The following charts are combined figures for both the Thursday and Saturday, although there didn't seem to be much difference in the results from either day.



The survey shows that we had visitors from 68 different postcodes. This illustrates the broad attraction of the library beyond the local area. It is good to note that only 10% of visitors travelled to the library by car, which, considering there is ample car parking nearby in the Surrey Quays shopping centre, emphasizes how good the public transport links are to the library with 37% using public transport. The fact that 50% walked shows that the local community has embraced the library. It is surprising that only 3% cycled, considering that Bermondsey and Rotherhithe are not hilly and there are large numbers of cycle racks outside the library.